

July/August 2022

The specialist international magazine for theme parks and FECs

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On the front cover:
Sea Shell Aquarium

Welcome to the July/Aug issue of InterPark magazine.

Regular readers will have become familiar with our annual buyers' guide - bringing you the latest contact information for the latest leading amusement and attractions suppliers around the world. We also continue this year, to profile a number of manufacturers which have chosen to work with us at a commercial level, finding out more about their latest project and products and how they are moving forward and reinventing themselves post-pandemic. Turn to page 21 to get stuck into this year's guide.

On to the main magazine content and for this issue's front cover, we feature the stunning Sea Shell Aquarium, which recently opened in Vietnam. Supplied by Polin Aquariums, it is one of the biggest aquariums in the world, with more than 20 million litres of water being utilised. You can read more about this stunning project in our Asia news section.

Elsewhere in the magazine we can finally bring you coverage of SeaWorld's latest thrill ride, Ice Breaker in our latest Project Profile piece from David Whitworth. The ride features four airtime filled launches, two backwards and two forwards, culminating in a reverse launch into the steepest beyond vertical drop in Florida at 100°.

For our latest Park Life focus, Emma Davidson takes a closer look at South Korea's Lotte World Adventure Park in the city of Busan. Inspired by Europe's regional theme parks, it aims to be more timeless, with fantasy environments not tied to any specific time or place.

And then for this issue's Open to Question interview, I sat down with Lionsgate's Jenefer Brown to find out more on what it takes to get to the top in the amusements industry of today.

As always, I hope you enjoy the read and we'll see you for our autumn issue very soon!

B Whitaker

Beth Whitaker **Editor**

5 Europe News

10 Middle East News

12 Americas News

16 Asia News

18 China News

20 Water Park News

21 Annual Buyers' Guide |

InterPark's guide to some of the leading amusement and attractions suppliers in the industry

61 Project Profile |

SeaWorld Orlando's Ice Breaker

64 Comment | Dennis Spiegel's regular insight into industry happenings

66 Park Life | Lotte World Adventure, Busan

70 Open to Question | Jenefer Brown, Lionsgate Global Live

74 Events Diary

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New Medieval theme park open to the public



The Enchanted Lost Kingdom of Wyvernwood opened its doors on 15 July, covering more than 20 acres in Alresford near Colchester, UK. With a medieval theme, Wyvernwood aims to attract tourists with its original concept.

'A magical day out, a digital detox and an opportunity to connect with nature' is what the park promised upon its opening. The park is geared up for children aged 2-12-years-old and attractions at the park include go-karts, a maze and live shows alongside a Little Kingdom for younger visitors. 700 local residents were invited to experience the new theme park before it opened.

Nick White, Wyvernwood's experiences director, said: "Visitors step through a magic portal into an immersive experience where families can escape from day-to-day life.

"Families begin their adventure in the Castle Grounds where children can scale the castle walls, set sail in the Captain's Galleon, search for missing treasure, make their dreams come true at the Magic Wishing Well and, if they dare, discover what lies deep within the goblins' lair.

"All the families I spoke to were enjoying just spending time together, enjoying the activities and outdoor space at Wyvernwood and meeting our wonderful characters."

New attraction in action at Parc Astérix in 2023



The French amusement park Parc Astérix, due to open its anticipated launch roller coaster Toutatis in 2023, will unveil a new themed area that will also include another attraction: a nebula mill. Nebula-type attractions are provided by the Italian company Zamperla and consist of ingenious rotating motions connected to four arms. The ride has gondolas fit for four people, which are attached to the ends and move closely past each other during a ride. The themed expansion was postponed for two years due to the pandemic. Zamperla has sold many versions of the nebula in a short space of time since its inception. Walibi Rhône-Alpes, just like Parc Astérix owned by Compagnie des Alpes, built Europe's first in 2020. This was followed by Bakken in Denmark, Familypark in Austria, Drayton Manor in the UK and Liseberg in Sweden.



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EUROPE

Ninjago Quarter opens at Legoland Holiday Village

Legoland has opened its new themed accommodation for guests. The family theme park in the Bavarian city of Guenzburg, Germany has now expanded the ninja experience at Legoland Holiday Village with the Ninjago Quarter.

The accommodation officially opened its gates in time for Pentecost. It offers 72 family rooms for up to 288 guests. The 27m² rooms offer a master bedroom with a king-sized bed; a separate children's room with a bunk bed as well as a bathroom for a family of four. All are themed in the Ninjago design. It also includes a balcony or terrace with a view of the ninja playground. Merlin Entertainment has invested €14m (£12m) into the Ninja themed hotel, which is adorned in an Asian style.

Legoland has climate change firmly in mind with the four, two-storey buildings meeting a particularly energy-saving design with the KfW40 Plus-Standard. They lose almost no temperature and cover the low energy demand efficiently and sustainably.

"The capacity of our Legoland Holiday Village and our hotel partners is very well used, and a completely new themed area is waiting for our guests already next year," explained Legoland General Manager Manuela Stone. "Therefore, the expansion of our overnight stay offer is an important step for us. I am really happy that we can count an extremely popular and unique theme to our accommodations with our opening."



The Ninjago Quarter increases the bed capacity by 9% next to the three castles, the Pirate Island Hotel opened in 2018, the Themed Rooms and the Camping Barrels. Now, the total capacity in the Legoland Holiday Village including the campsite has been increased from 2,644 to 2,836 overnight guests.

In keeping with the Ninjago theme, there are Ninjago activities in the park fitting to the opening of the Quarter in the Legoland Holiday Village. Young to-be ninjas can show their talent in an obstacle course under the instruction of Ninja Warrior participant Christian Balkheimer. Meanwhile, Asian wind sculptures and Taiko drums provide an uplifting atmosphere for guests.



© Patrick Aventurier

Record number of ETF vehicles in new experience museum

A new experience museum called 'La Restitution de la Grotte Cosquer' opened last June in Marseille, France, sees 44 Multi Mover vehicles from ETF used for the featured ride at the museum - a record number for the manufacturer.

Ruud Koppers, ETF President, spoke of the challenge in creating the French attraction: "Our customer asked for a very low speed of 4.7cm per second. We had never made such a low speed before. This project asked for different engines and engine settings which we carefully tested and successfully implemented.

"In addition, the client asked for a flexible ride profile. This allows - on the fly - to change the ride speed without stopping the ride. This also requires adjustment of the programming to guarantee the level of safety. In this ride, our vehicles move exactly 50cm apart from each other in the slow sections. As soon as a vehicle slows down or speeds up, this influences the programming. Especially on a track with many curves and tight corners. Our vehicles are therefore equipped with smart technology. As soon as the

ride changes speed, the vehicles will adjust themselves adaptively to each other. The visitor doesn't notice this and can enjoy the ride to the fullest."

The experience museum idea originated from a prehistoric underwater cave that was discovered by diver Henri Cosquer. The entrance to the cave is 37-metres (121ft) below the current sea level and could only be reached through a narrow, dark tunnel measuring 175-metres (574ft). Inside, it is richly decorated with drawings from around 18,500BC, but these too are estimated to be about 80% underwater.

Now, La Restitution de la Grotte Cosquer brings the cave to life for a larger audience. Visitors descend below sea level, as in the real cave, and board the ETF vehicles with an audio guide built in. The vehicles have a black matte finish to not disturb the ambiance of the experience. During the ride, the discoveries in the cave pass by, as well as the play of reflections of the water to make the atmosphere of the sunken cave real. The ride duration is around 40 minutes with 44 vehicles navigating guests through this oceanic experience.



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Luna Park set for Liseberg anniversary celebration

Liseberg, in Sweden, has grand plans to celebrate its centenary season in 2023 by revitalising its themed area of Luna Park this year.

Liseberg is pulling out all the stops for its centenary celebration as the park invites its guests to 'come along and be amazed by the technical masterpieces and marvellous machines in the city's glittering Luna Park.'

Liseberg aims to build on the three million visitor numbers the park attracts annually with the revamp of Luna Park. It will also add to its attraction as an important global theme park destination. Opening this year it will house two new feature family attractions to complement existing rides Aerospin and Blomsterkarusellen.

New ride Turbo will feature an interactive motorcycle side-car style ride, constructed by Technical Park. The ride gives the full control to its passengers as riders can choose how high and far, they want to travel. Turbo will stand eight metres (28ft) tall and carry 24 passengers with 600 guests per hour able to enjoy a turbo charged ride.

While Tempus, built by Zamperla, will be a four-armed rotating attraction that moves up, down and around. 'Where time itself is bent,' is how Liseberg eloquently describes the experience. It will reach seven metres

(23ft) in height spinning at two revolutions per minute (rpm), with its arm rotating at 13rpm. Tempus will accommodate 32 people with a capacity of 500 people per hour.

But the new features do not end there; for Luna Park's showpiece attraction will arrive in 2023 to celebrate Liseberg's 100th year: Luna.

Luna will be a boomerang roller coaster, reaching speeds of 68km (42mph) and top up at 33.5-metres (110ft). Luna will race along 484-metres (1587ft) and be able to transport 20 passengers at once. Every hour, 720 riders will be 'propelled to the moon.' This attraction will be targeted for families so as many generations can enjoy the experience as possible.



© Liseberg AB / Stefan Karlberg

Andreas Andersen, CEO of Liseberg spoke to **InterPark** about Liseberg's new area.

InterPark: What can guests expect from Luna Park?

Andreas Andersen: "Luna Park is an area for the whole family and a tribute to the history of amusement parks and Liseberg. In time for the centennial next year the new rides Turbo and Tempus will be joined by Luna, a Vekoma family boomerang coaster - the tallest and fastest of its kind in the world. A celebration worthy of a 100-year anniversary. Luna Park combines gardens, rides, illumination, and theming. An homage to the origins of Liseberg - a fairground established in 1923 in connection with an industrial exhibition celebrating the 300th anniversary of Gothenburg."

IP: Talk us through the process of choosing Luna Park's theme.

AA: "Luna Park is established in a part of the park (on the south end of the Liseberg -mountain), that has been underutilised in the past. Adding three new rides, an extensive lighting programme and generally upgrading the environment, we felt we could draw more people - reducing pressure on other parts of the park. Inspired by Tibidabo in Barcelona or Luna Park in Coney Island, we thought the theme would work very well as a stand-alone area of the park."

IP: What other offerings will the park hold for its centenary?

AA: "Apart from Luna Park - and the Vekoma family boomerang Luna - we will open our first in-park hotel: Liseberg Grand Curiosa Hotel; and the year after, our indoor water park. Representing a total investment of €250m (£215m), this is really the main marker for our centennial. This being said, we will also have an extensive program in the park with concerts and festivals."

IP: How many further visitors are Liseberg aiming to attract with Luna Park?

AA: "In most cases when we add a new area or roller coaster, we see an increase of 6-10% in guest numbers. But what is more important is that we hope to add to the guest experience."

The present and future, which Luna Park will provide adds to the historic fabric of Liseberg. A rich history dating back 99 years and a park that has cemented itself as one of the most visited amusement parks in Scandinavia. Liseberg serves up 42 attractions on its entertainment menu with six roller coasters and four water rides.



SHOW REPORT:



Saudi Entertainment and Amusement Expo sees huge visitor growth

This year's Saudi Entertainment and Amusement (SEA) Expo reports an annual increase of over 65% in visitor footfall and a record high in positive visitor sentiment.

Co-located with Saudi Light and Sound (SLS) Expo, the event took place from 16 - 18 May 2022, at the Riyadh International Convention and Exhibition Centre. The two shows benefited from excellent crossover audiences, ensuring packed aisles of relevant customers throughout the three days, at the largest gathering of the entertainment, leisure and pro light and sound industries in the region.

The event was reported to have been the biggest it's been since its inception and attracting 181 exhibitors, while the SLS Expo attracted 41 exhibitors. There were 62 speakers on hand and 314 VIPs in attendance. SEA Expo received 5,628 unique visitors with 7,612 attending the SLS Expo. When calculating the overall attendance of participants including

exhibitors, revisits and with SLS Expo combined, the event attracted 10,954 attendees.

Some of the key exhibitors from the attractions industry present in Riyadh included: WhiteWater, Triotech, Zamperla, Holovis and the Al Hokair Group.

Renee Welsh CEO of Embed, one of the exhibitors, commented: "We had a massive show, and it has been incredibly busy for us. The Saudi entertainment industry is growing at a rapid pace. We are fortunate to be here at the SEA Expo and to be able to meet with entrepreneurs, establish businesses, learn more about the market and showcase our technologies."

Robert Cirjak, Founder and CEO of Wibit Sports, gave his thoughts on the event: "The fourth edition of the SEA Expo has exceeded all expectations. High level, decision makers from all the major players in the entertainment industry make this a must attend show in the trade show calendar. The SEA



is truly the biggest and best when it comes to the entertainment industry in the entire MENA region."

The event was an invaluable opportunity for companies to show their new products and innovations, meet and network with other industry professionals and identify new potential suppliers.

The event drew notable online and media coverage over the course of its three-day duration. There were 138,688 website users logging into the event, 1.04 million emails sent, 3.43 million page views, and 7,778 browsers on LinkedIn. As for media coverage, the event was reported on by international broadcaster CNBC TV and domestically in the Arab News newspaper among other media outlets domestically and abroad.

Already, plans are afoot for the next edition of the SEA Expo to be held

between the 28 and 30 May, 2023. The vision for next year's event includes the SEA Expo being held at a venue of 14,000sqm, attracting 300 sponsors and exhibitors as well as over 10,000 attendees and over 100 speakers. Both the SEA Expo and the SLS Expo will unite again next year to create two events in one destination and offer an event with more innovation and more business opportunities.

The SEA Expo in general offers fruitful opportunities to business. Figures from the SEA Expo website confirms that 85% visit the event to source new products; 86% want to engage with new suppliers; and 84% want to be kept informed of the latest products and trends.

For more information on the show, head to:

www.saudientertainmentexpo.com



WhiteWater's Vantage Announces New President Michael Jungen

Vantage Technology, part of WhiteWater's family of companies, has announced attractions technology veteran, Michael Jungen, as President.

Vantage helps venues unify their systems around their guests and enables personalised experiences that drive reviews. The Vantage platform collates data that reveals guest behaviour in real time, therefore unlocking revenue opportunities for venues and streamlining their operations at the same time.

Jungen has a successful track record implementing cutting-edge technologies for the attractions and hospitality industries. He has brought award-winning experience leading technological advances with the biggest names in attractions. In more than 20 years with Disney, Jungen played a key role in the Disney Parks Next Generation Experience (NGE) project, leading invention, development, and implementation of MagicBand and MyMagic+.

Prior to NGE, Jungen directed teams responsible for innovation initiatives, including single-finger biometrics at park entrances and the Disney Gift Card. Jungen's involvement in Disney's industry-leading technologies guided him to Carnival Corporation, where he played an instrumental leadership role in developing and delivering Carnival's Ocean Medallion guest experience platform - a paradigm-changer for the cruise and vacation industry.

Most recently, as Global Vice President of CX Solutions Technology for Aristocrat Gaming, Jungen's credentials helped shape customer experience engagement platforms.

"I have long said the enduring success of WhiteWater is a direct result of the talent we attract. Michael Jungen is no exception, and I am delighted to welcome him into our ranks," said WhiteWater CEO, Geoff Chutter. "The combination of practical digital transformation with location-based entertainment makes Vantage a perfect fit for Jungen to take the reins. He has a successful track record implementing cutting-edge technologies for the attractions and hospitality industries that few could equal."

Jungen himself says of the appointment: "It is as if my entire career has been preparing me for this position. In Vantage I see a platform which can revolutionise how parks connect to both their employees and guests. It is a game changer, and I am thrilled to take the lead. It perfectly fits my vision to help make venues welcoming, engaging places for all who enter."

Meanwhile, Aaron Mendelson, Senior Vice President at Vantage, commented: "Michael and I are kindred spirits; we both grew up in the amusement industry and found a passion for elevating the guest experience through technology. I am looking forward to collaborating and helping Vantage achieve it."



Vantage Michael Jungen

"The Vantage platform has accelerated the digital transformation in the location-based entertainment vertical. For the very first time, a single platform provides operators a unified approach to digitise and enhance the guest experience, gives them real-time tools to drive efficiency, and a data-driven portal to illuminate critical metrics and merge data silos. We welcome Michael to continue this progress."

Largest inflatable amusement park in US under construction

Bounce Empire has announced this summer that construction is in progress to create the biggest inflatable amusement park in the US.

The venue, in Colorado, will feature more than 50 inflatable attractions. The main attraction will be the 7.9-metre (26ft) slide called The Alcatraz and will shoot riders down at speeds of 35mph (56km/h).

Meanwhile, The Ultimate Wild One is a 61-metre (200ft) inflatable obstacle course for all ages. Guests will be able to test their speed and endurance to make it through faster than their opponent. The inflatable world will feature mini golf, inflatable soccer darts and Viking axe throws. An onsite restaurant will house a variety of healthy meal options. And an adult lounge will include massage chairs, a sports bar and two cinema rooms.

Construction on Bounce Empire's flagship location started this month and is slated to be ready to open to the public in Spring 2023.

Luke Hay-Arthur, Operations Manager at Bounce Empire said: "We are really changing the way the world sees inflatables. Inflatables have always been an attraction for kids under seven, but it's finally time to show how far



Bounce Empire

the technology has come. "We live in front of screens all day. The last thing we need to do is play on another screen on our nights out."



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AMERICAS



Eurosat Ride Vehicle Donated to National Roller Coaster Museum

The National Roller Coaster Museum & Archives (NRCMA) have welcomed the arrival of ride vehicles from Europa-Park's Eurosat roller coaster, courtesy of the Mack Family.

This donation marks the first time a ride vehicle will be added to the museum's growing collection from outside the United States.

"It is truly a blessing for our first donation from Europe to be from the Mack Family and from such an iconic attraction," said Jeff Novotny, President of the NRCMA Board of Directors. "It shows that this is truly an international industry with so many wonderful people who have dedicated their careers to ensuring generations of guests have memorable experiences."

"We are honoured to begin a relationship with Mack Rides and Europa-Park. The Mack family is a foundational cornerstone of our entire industry. Their ride designs, theming, and attention to detail have made Europa-Park a benchmark for the world. We jumped at the opportunity to add a legendary Eurosat roller coaster train from Europa Park to our collection. It will help us tell a more global story of the industry through the years."

Meanwhile, Ronald Mack, Europa-Park owner, commented: "My father Franz Mack invented and engineered Eurosat with the help of self-made models. He immersed himself in the development of this ride for months. To see one of the Eurosat trains now exhibited and preserved in the National Roller Coaster Museum - showing visitors a piece of history from Europa-Park - is a special honour and a great remembrance of my father."

For more than 28 years, the seven trains of the Eurosat roller coaster were in operation at Europa-Park, carrying more than 80 million passengers from 1989 until 5 November, 2017. After that time, the popular coaster inside the futuristic silver sphere, developed by Europa-Park's founding father Franz Mack, was fully updated.

The refurbishment began with a completely new track, layout changes and fitted with a virtual reality experience. In January 2018 it was announced that the name would be Eurosat - CanCan Coaster and it was to be themed after the Moulin Rouge. The soundtrack was composed and produced by Eric Babak. The VR experience was made by Coastality and themed to the 2017 film, Valerian and the City of a Thousand Planets, which has its own train station. Nowadays, Eurosat - CanCan Coaster offers a better riding



experience due to a new track system, technical progress, and updated coaster trains, manufactured by Mack Rides.

However, the original EuroSat is a roller coaster jewel worth its weight in gold. The NRCMA are certainly acquiring a treasured piece of well-lived history to add to its coaster collection, since 2009, the museum has exhibited numerous collector's items such as ride vehicles, designs, and specialist literature as a reminder of the success story of rollercoasters. This is the largest historical collection of its kind, which is now being expanded to include its first exhibit from Europa-Park and Mack Rides.

The museum's main facility in Plainview, Texas, will integrate the vehicle into its master plan, which includes interactive exhibits and historic ride vehicle.

New Lodge-themed restaurant for Canada's Wonderland

Canada's Wonderland, located just outside Toronto, is getting its own multi-level restaurant.

It will be named Lazy Bear Lodge: Wood Fired Grille and will sit at two levels, with an occupancy of 500 seats. There will be indoor and outdoor seating on both levels, with a deck as well as a patio with a natural gas fire pit. There will be fireplaces throughout the restaurant, including one that's 16ft tall and granite.

The design of the restaurant is inspired by 'a time when settlers explored the country's vast frontier' as well as 'the striking beauty of the Canadian wilderness.' There is also a heavy influence from classical buildings and old lodges in Canada. The new restaurant will use natural materials like flagstone, granite and wood, as well as large interior murals of Canadian landscapes and over 15 statues of black bears inside and outside of the venue. Staff have given them names such as Boo Boo, Huckle Beary, Beatrice and Bruno so they can be identified.

Food wise, there will be two smokers on site with dishes of spice-rubbed smoked beef brisket and smoked BBQ chicken. Local ingredients will play an important role and will be Canadian-inspired, much like the design. A popular signature drink of many Canadians is the Caesar - a spicy and piquant mixture composed of vodka, hot sauce, Worcestershire sauce, various spices, and garnishes and Clamato. Naturally it will feature at Wonderland new eatery too.

Volkanu opens at Lost Island

Sally Dark Rides' latest attraction, Volkanu: Quest for the Golden Idol made its debut, together with other attractions, at the grand opening of Lost Island theme park on 18 June.

The interactive and immersive dark ride promises to be the park's flagship attraction, with its storyline inspired by the element of fire – one of the five realms of the park – and in keeping with its mythical island theme.

"It is an impressive, incredible ride for a park our size," Eric Bertch, Owner of Lost Island says. "It is also specially themed around our parks and completely unique. The Volkanu ride is blowing everyone away. No one expected this level of a dark ride to be at a park like Lost Island. Amazing scenery, unique effects, and you can't help but pick up a blaster. You feel like you are on an adventure, protecting yourself from the Volkanu monster, rather than playing a game. It is incredible."

Located in the Mura (fire) realm, the ride is housed in the park's eye-catching themed Volcano. The experience takes riders on a thrill-packed adventure to locate the sacred Ora-Tika statue, responsible for keeping Volkanu - the great god of fire - dormant and return it to the altar to restore peace to the island. Guests are equipped with a powerful 'Thermal Equalizer' (interactive device) as they battle with the minions of Volkanu at the Temple of Fire. The attraction features state-of-the-art, multi-level



Work on the new restaurant has been an ongoing process since winter and is to be located on a hill overlooking Frontier Canada. Peter Switzer, director of maintenance and construction, shares more information: "This is a special project for Canada's Wonderland for many reasons. It is the largest capital investment we have ever made in a dining facility. Its location is right in the middle of the park. That has presented us with a unique challenge: finding ways to continue construction and get equipment and materials to the site while the park is in operation. We also wanted to make it look like it was always here and part of our landscape."



gameplay technology for an explosive amount of repeatable fun - a bonus for season pass holders.

Bertch states: "We are very happy that the ride incorporates the blasters that we see on a lot of the newer dark rides. This increases replicability. I have ridden it half a dozen times, and there is always something new that I did not notice before. People will want to ride it over and over."

Described as a classic dark ride with modern technology, Volkanu takes riders through several immersive themed environments, all the while challenging them to participate in the story and save the island. Riders will experience over a five-minute show full of interactive 3D imagery, dynamic scenery, animatronic figures and dazzling special effects.

"At Sally, we believe in creating immersive, engaging experiences for families. That is what made our partnership with Lost Island theme park a perfect fit," says John Wood, CEO/Chairman of Sally Dark Rides. "There is incredible thematic storytelling in this park. It is truly going to transport families into a magical land. Volkanu will help bring the park's unique story to life for guests to enjoy for years to come."





Sea Shell Aquarium opens in Vietnam

The largest and most technologically advanced aquarium in Vietnam has officially welcomed its first guests.

Having celebrated its grand opening this past Spring, Vinpearl has collaborated with leading design studio Legacy Entertainment, for the Sea Shell.

Located within the VinWonders theme park on Phu Quoc Island, the facility raises the bar for all zoological attractions in the region and promises a quality visitor experience. Boasting nearly 300,000sqft of enclosed area, the facility's dramatic and striking turtle-shaped domed design was informed by the significance of turtles in Vietnamese culture.

"The opening of the Sea Shell signifies a new era for aquarium attractions in southeast Asia," says Eric Carnagey, Legacy's Managing Director, as well as one of the firm's owners. "With richly immersive environments, oversized habitats, and cutting-edge life support systems, every element of this new facility has been realised at a world-class level."

"Vietnam is emerging as one of the most exciting markets for LBE in the world and we at Legacy currently have several active projects within the country. Developers like Vinpearl are giving our designers bold opportunities, the likes of which do not come along very often. Where else in the world could you build a stadium-sized turtle?"

It is one of the biggest aquariums in the world with more than 20 million litres of water and comes courtesy of Polin Aquariums, which upon completion of the water park, designed the life support systems of the entire aquarium, which saw all components configured to ensure the best filtration solution for the marine life of Sea Shell Aquarium.

The total filtered water volume of the aquarium is 20,486m³ and in one hour 26,367m³ water circulates through the life support systems. Polin Aquariums spent 56,250 man/hours on-site and installed 16,500km of PVC pipes.

Prior to Covid-19, tourism accounted for 9% of Vietnam's GDP, with tourists contributing nearly \$12bn (£9.7bn) to the economy in 2019 alone (Statista, 2021). As borders throughout Asia begin to re-open following the pandemic, and international travel resumes, the addition of this aquarium will be a key component to the rebuilding of Vietnam's tourism sector.

VinWonders is the biggest theme park chain in Vietnam and one of the best in Asia.

Making its debut in June 2020, VinWonders Phu Quoc was among the first in the region to feature rides and attractions from the top suppliers in the industry, including Intamin, Vekoma, WhiteWater and Zamperla.



Huss Sky Tower soars the skies in Vietnam

The area of Hon Thom, located south of Phu Quoc Island, Vietnam, is home to a new visitor attraction: The Sky Tower Typhoon Class.

The towering attraction was built by German manufacturer Huss Park Attractions and represents a modern feat of engineering. Found next to the longest, non-stop three-way cable car in the world, the Sky Tower opened this Spring and elegantly blends into the landscape, offering visitors to the Sun World Hon Thom Nature Park a bird's eye view of the entire island with its impressive nature, beautiful beaches, and clear blue ocean waters.

Reaching a height of 120-metres (393ft), it can accommodate 70 guests at one time, with up to 1400 per hour and features a revolutionary cabin design. A full double curved glass window front made of laminated safety glass guarantees unrestricted views and a new dimension of viewing. Guests are equipped with air-conditioning, direct and indirect LED-lighting, head-up displays and a high-quality audio system.

It is the unrestricted, comfortable access that allows all visitors, including guests with disabilities, the opportunity to enjoy the sky-high experience; then, by night, the tower radiates to a new beat through a range of lighting effects.

Vietnam's latest attraction has also been granted its typhoon classification, allowing the tower to safely stand even in cyclones.

Commenting on the recent opening, Mirko J. Schulze, CEO of Huss Park Attractions, told InterPark: "The Sky Tower is an absolute Huss success story that draws on over 35 years of experience in the construction of such special attractions."



Largest vertical loop roller coaster opens in Japan

The largest vertical loop roller coaster in Japan opened to the public on 16 July at Himeji Central Park in Hyogo prefecture.

The Venus GP reaches a height of 36-metres (118ft) and a length of 1,040-metres (3,441ft). Due to the vertical loop's 60° drop angle, the cars can reach a maximum speed of 86km/h (53.4mph) resulting in a high G-Force of 5.2G.

The Venus GP has been re-imagined - it was designed originally by the late German engineer Anton Schwarzkopf. It debuted in 1996 at Space World, a now-closed theme park in Fukuoka prefecture. The steel structure has been preserved since Space World's closure in January 2018 and has now been given a second life at Himeji Central Park.

During its opening ceremony, the first 24 passengers on the Venus GP flight were a part of history. However, a ticket to its premier did not come



Himeji Central Park

cheap at ¥10,000 (£61). It included admission to Himeji Central Park's amusement and safari areas as well as the summer pool.



© Universal Studios

Universal Studios Beijing open for operation

Universal Beijing Resort has gradually opened once again for business after a topsy-turvy time of openings and closings. The latest update arrived on 23 June when the park confirmed that Universal Studios Beijing would reopen after a stop-start period in Spring. The NUO Resort Hotel was also confirmed to reopen on 1 July, thus completing the step-by-step reopening of the resort.

The park was originally aiming to reopen its doors on 15 June at 75% capacity after being closed due to the Covid-19 outbreak in the Chinese capital. However, a new spike of cases, which started on 22 April, changed the outlook and the park took its decision to remain closed. It represented another major setback for the Chinese visitor market, which is still coming to terms with the original outbreak in 2020.

Xu Hejian, a spokesperson for the Municipal Government, confirmed at a press briefing: "With the increasing mobility of people and gatherings, the risk of the spread of the virus also increases. Beijing must not allow any slackening in epidemic prevention and control."

As Beijing returns to a sense of normality, the most-searched scenic spot in the city was Universal Beijing Resort, followed by the Forbidden City, Beijing Wildlife Zoo and Beijing Zoo.

According to initial reports, about 70% of luxury hotels in the city have resumed operations, and more than 80% of them are offering restaurant services indoors.

Universal Studios Beijing has 37 rides and attractions under its entertainment offering, across seven themed lands - including the world's largest Minion Land and the world's first Transformers-themed land.

2022 represents a crucial period for Universal Beijing Resort as the park plans its second phase of construction. The project is expected to increase the size of the resort by 2.2sq.km, with construction plans first revealed during a press briefing last December. The focal point of the expansion will be constructing five more hotels.

Beijing Municipal Government official Cui Shuqiang said at the time, the resort "will eventually attract up to 10 million annual visitors."

ProSlide installs Tornado 60 and Double Tornado Wave 60 at OCT Hengyang



ProSlide's relationship with OCT Hengyang in China continues in earnest as the manufacturer's latest project sees the installation of a Tornado 60 and a Double Tornado Wave 60.

ProSlide describes the Tornado 60 as, "the most iconic water ride in the world, defining the best parks in the world. The patented reducing-radius funnel treats guests to a one-of-a-kind experience of high sweeping oscillations and zero-gravity moments at the equator line."

The attraction features a reducing-radius funnel with upwardly closing geometry. A reducing-radius funnel drives rafts higher along the steep walls and creates dynamic experiences with multiple oscillations.

Riding the Tornado 60, guests will plunge into a massive 60ft funnel with alternating moments of zero gravity and intense drops. A whirlwind of an attraction giving guests full exhilaration.

ProSlide's other offering to OCT Hengyang is the Double Tornado Wave 60. It is a unique water ride too in that it features the industry's only curved wall. ProSlide explains: "The Double Tornado Wave 60 connects two iconic Tornado Wave 60s through an engineered transition for a one-of-a-kind experience. Riders drop into the dual Tornado Waves reaching maximum height and sweep across both towering walls."

The Double Tornado Wave 60 utilises ProSlide's patented reducing-radius technology from the Tornado 60. Its dynamic twist in-run provides a 100% grade drop and its engineered curved wall and outrun gives Tornado Wave a very repeatable ride for guests.





Shanghai Disneyland secures green light after Covid-19 lockdown

Shanghai Disneyland Resort has started the countdown to fully reopening its amusement park.

With Mainland China's commercial hub originally aiming for a full return to normality by the end of June, the theme park was ready and waiting to receive visitors once again, as it was given the green light to open at a limited capacity on 30 June.

More than 1,000 guests entered on the park's first day back to enjoy attractions such as the Pirates of the Caribbean and Peter Pan's Flight.

Shanghai Disney Resort President and General Manager Joe Schott said: "I would like to thank all our guests and fans for your support and passion for Disney. Throughout this period, you kept the magic of Disney alive with your optimism and community spirit, and we are excited to welcome you back to a place full of happiness and wonder. I am also very appreciative of our cast members who worked tirelessly throughout our closure to ensure a safe and magical return for our guests. I look forward to seeing you all very soon."

The theme park, one of the world's largest, contacted its staff at the end of June to prepare to reopen after closing for almost three months due to Shanghai's Covid-19 pandemic rules; and a partial reopening of Shanghai Disney Resort, including Disneyland, Disneytown, two themed hotels, Wishing Star Park and the Blue Sky Boulevard, attracted hundreds of local visitors as it celebrated its sixth anniversary. "We will continue to implement a phased reopening of Shanghai Disney Resort and look forward to sharing more good news in the future," a park spokesperson said.

Sources said as recently as June that the Shanghai Municipal Government had still not made a final decision on when to reopen the US\$5.5bn (£4.5bn)

Disneyland, but it is understood that the theme park would be given clearance very soon. Shanghai officially ended a two-month citywide lockdown on 1 June and announced it would implement a 'phased plan' to gradually return to full normality in late June. Shanghai Disney Resort was temporarily closed on 21 March because of the spike in coronavirus cases in Shanghai. As part of the phased process, the resort reopened Wishing Star Park, World of Disney and Blue Sky Boulevard.

On the 23 June, a week later than planned, Shanghai Disneyland Hotel and Disneytown began taking visitors - a fresh sign that a full reopening is drawing near. China has been hit very hard by this latest spate of Covid-19 and the authorities are leaving nothing to chance in getting the country back up and running in the safest way possible.

Shanghai Disney can welcome a maximum of 80,000 visitors a day, but local authorities will require the park to operate with limited capacity and reduced hours after reopening. Naturally, the park is taking a gradual approach to resuming its attraction operations as China continues to be challenged.

Rewinding to its beginnings, construction began of Shanghai Disney on 8 April, 2011 with the park opening on 16 June, 2016. The park operated in its first half-year with a visitor attendance of 5.6 million guests. This rhythm of visitors has continued to 11 million guests annually pre-pandemic times.

The park covers an area of 3.9sq.km (1.5sqm), with an investment costing 24.5bn RMB (£2.98bn). Shendi hold 57% of the resort with Disney holding the remaining 43%. The park currently has seven themed areas: Mickey Avenue, Gardens of Imagination, Fantasyland, Treasure Cove, Adventure Isle, Tomorrowland, and Toy Story Land.



FlowRider launches FlowSurf

'Surf Technology Inspired by Nature' is how FlowRider describes its latest aquatic attraction. FlowRider's first deep flow stationary wave system is inspired by river waves as guests enjoy a ride on the water wild side of its ground-breaking surfboard.

FlowSurf was created from over 30 years of experience in the stationary wave industry and is created using a deep flow of water, which enables guests to use a real surfboard to carve a never-ending wave. "We all live, eat, sleep, and breathe surfing at FlowRider. FlowSurf is not real surfing because you are not in the ocean, and it takes out the most difficult parts of surfing," says Marshall Myrman, President of FlowRider.

"River waves, which FlowSurf is modelled after, provides an amazing and fun experience on a surfboard where you cut and carve a continuous deep flow wave. Surfers of all levels will be able

to work on their skills and have an absolute blast on this wave."

FlowSurf is designed to accommodate all skill levels. A case in point being, a bar can be used to help beginners gain their confidence on the wave, and skilled surfers get the unique experience of shredding a wave that keeps pumping endlessly. Engineering inspiration often comes from nature, and the Waimea River Wave is the inspiration for FlowSurf. This wave is created by surfers when the Waimea River overflows into the ocean, and the result is a smooth surface that surfers can ride on with glee.

"We knew that to create the best possible ride experience, we needed to replicate the incredibly smooth flow found in some naturally occurring river waves, which is a huge challenge in a stationary wave system since pumps

introduce turbulence," says Eliza Dawson, design and development engineer at FlowRider.

"To solve this problem, we took inspiration from nature. We observed that the roots of mangrove trees have a smoothing effect on water, which inspired the water smoothing-technology used in the ride."

The surfing attraction covers a width of 8.9-metres (29.2ft) and a length of 23.9-metres (78.5ft). Its power usage is 480 amps at 360kW/hr. The FlowSurf also has a tank volume of 215,000ltr (813,863gal).

Surfing is one of the fastest growing sports. Growing at 12% yearly, global surfing markets are projected to be worth \$3.1bn (£2.5bn) by 2026. FlowSurf meets a growing market for surf experiences outside of the ocean by making the sport more accessible to people who live inland or even those near the ocean.

Neon Nights returns to Yas WaterWorld

The shining lights of Neon Nights returned to Yas WaterWorld this summer. Guests have been able to marvel at the aquatic attraction every Saturday night from 4 June running right the way through to 3 September. The twilight night prepares guests for a glitzy after dark experience with Yas WaterWorld extending its hours until 10pm.

Neon Nights offers a musical melody, live entertainment, vibrant glow-in-the-dark slides, and light shows among other treats such as Laser Man shows and Hydro Jet performances to LED jugglers, tanoura dancers, stilt walkers and dazzling fire dancers.

The fun does not stop there though, with an all-neon dance zone created with a silent disco, neon accessories and glow sticks. Guests can also enjoy Yas WaterWorld's rides, slides and attractions with a glowing twist as they float around the UAE's only Neon River to the park's aquatic night theming.

Guests will get a hearty dose of adrenaline through all of Yas WaterWorld's neon-lit rides and slides and splash around a brightly glowing,

electrified neon water wonderland. As the night ends, guests can create memories in photo form by taking a picture with the graffiti glow wall.

Ryan Watkins, General Manager at Yas WaterWorld said: "Neon Nights has become a staple event year-on-year and we are very

pleased to bring it back for another year of fun! Our seasonal events are a big part of our identity as they allow us to cater to different audiences, provide one-of-a-kind experiences and celebrate various occasions."





Buyers' Guide

Welcome to the annual **InterPark** Buyers' Guide for the theme park, water park and FEC industries.

The guide provides a key reference point for park operators and others looking for companies from around the world that supply products and services to the industry. It is a comprehensive, but by no means exhaustive, listing of some of the key providers of rides, attractions and services and aims to cover all the main equipment and service sectors.

In addition to the directory listings within each category, the guide also incorporates a number of company profile articles to provide our advertisers with additional exposure, in recognition of their support of **InterPark** in this issue and others throughout the year.

If your company is not listed in this year's guide and you would like to be included in the future, please send full company details to: john@interpark.co.uk and we will ensure you are added to the 2023 guide.

The information and company details provided within this Buyers' Guide were, to the best of our knowledge, correct at the time of going to press. If, however, any details require updating, please contact the **InterPark** office - details at the back of the magazine.

Lighting, sound
& shows
Page 22

Major & family rides
Page 22

Midway games &
kiddie rides
Page 34

Multi-media theatres
& simulators
Page 35

Play &
interactive equipment
Page 41

Road trains &
people movers
Page 43

Roller
coasters
Page 46

Services &
equipment suppliers
Page 54

Theming, design &
planning
Page 54

Waterpark attractions
& services
Page 55

Lighting, sound & shows

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Alterface

Founded in 2001, Alterface initially debuted as a spin-off of the University of Louvain-La-Neuve (UCL), active in the field of creating interactive systems.

The company's corporate headquarters are based in Wavre, near Brussels, Belgium, supported by local offices in Branson, USA and Beijing, China.

Alterface's Creative Division team is seasoned in concept and ride development, as well as storytelling and theming, delivering high-quality turnkey solutions. Meanwhile, the Technologies Division develops and implements interactive technologies for attractions in cooperation with industry partners, using the powerful Salto interactive show control management solution.

The company's most recent project Action League is a unique mix of tournament, interactive gaming, and motion where guests can enjoy the excitement of interactive shooting, competitive gaming and the sensation of a rotating platform.

It features the first unique interactive tournament experience between all participating visitors. The competition takes place in one large room and all teams duel amongst each other, across three to five different scenes, alternating up to the final winning team.

The largest format accommodates 72 players across 12 teams in vehicles seating six people each, which is a whopping 1,000 persons per hour throughput. The standard format hosts six teams of six people per vehicle, with a total of 36 players and throughput of up to 500 people per hour.

Operators can also change the number of shooting phases to adjust throughput, allowing more visitors at busier moments or allowing more time to players during quieter periods.

The content can be tailored for each venue and can range from purely game-oriented content to more of an immersive and story-based gameplay that can be easily customised to fit local taste and park culture.

During the pandemic, Alterface took this enforced break to come up with new ideas and concepts, and fine tune 'Wander Technology', a software-based solution announced at last year's IAAPA. Wander



comprises standalone stations where visitors can freely interact, either with Animatronics and props or with content.

It can be organised as a walkthrough experience in any location - inside or outside, making it the ideal product to add interactivity in places not typically suited to traditional ride systems.

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ETF

In 1997 ETF decided to use its extensive experience in machine manufacturing and industrial automation to move into the leisure industry. Here, the company also combined mechanical and electrical engineering to develop rides that can be experienced by the whole family, with interactivity between passengers and the ride environment. Through the years ETF has successfully installed a substantial number of different rides around the globe and currently employs 70 members of staff.

Reflecting on the past few years and the impact of the global pandemic on the leisure industry, while in the beginning the manufacturer experienced several contract cancellations with just a handful of orders fulfilled, the other side of its business in museums and cultural heritage thrived and overall ETF over-came the pandemic quite well.

The company offers a broad range of ride concepts. Trackbound or trackless; on the ground, elevated or suspended or even in the water; all controlled electronically driven. All its ride concepts have the flexibility to integrate specific customer requirements, offering high-quality decorations to merge discretely into the park's backdrop or to represent a specific theme.

To create a total ride experience ETF's customer base can choose to integrate passenger ride interactivity options like speed control or directional control. For other enhancements including audio visual, decorations and more, ETF works closely together with many partners in each specific field. ETF rides are all designed, produced and installed under the highest quality and safety standards.

During the Covid-induced quieter periods, ETF decided to focus its efforts on R&D, the result of which is its new Aqua Mover ride vehicle



featuring trackless technology, which can also be applied in water. More recently, in 2022, the company appointed a brand-new director of sales and marketing; Jos Sloesen has taken up the reins in the new position at ETF after the early retirement of Ruud Jeen, who had been in the role for 31 years. Jos has a mechanical engineering background and for over 25 years has been working in the global sales of industrial capital goods.

Speaking of his appointment, ETF said: "We would like to thank Ruud Jeen for his endless efforts and energy that have helped make ETF what it is today. With the arrival of Jos, we will continue in Ruud's footsteps and take new steps in the market."

ETF

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Bertazzon 3B

Bertazzon 3B is a leading supplier of amusement equipment to the theme park and attractions industry. With its history dating back to 1951 when three brothers started offering repair work to amusement equipment, Bertazzon 3B (standing for three brothers) as it operates today, was officially established in 1963 and has been exporting products all over the world ever since. Located in the Treviso area of northern Italy, while the company supplies children's rides, karts, major rides, and bumper cars, it is the one-of-a-kind horse themed carousels it produces that have made this brand famous within the wider attractions industry. Distinguished by a characteristic charm and inspired by nearby Italian town Venice, the Bertazzon carousel is carefully styled and finished by expert craftsmen and can be supplied in standard or customised versions, whether for an amusement park or trailer-mounted for carnival use.

The classic Venetian carousels are perfect for amusement parks, FECs, malls and more, with customers given the choice of a variety of sizes ranging from 4.7-metres to 14-metres; they are also available as double decker carousels in 10.5-metre and 12.5-metre models. Making use of hot-galvanised steel frames, ball bearing mounted rotating components and handpainted decorations, horses and scenery panels in the classic 18th century Venetian style, these traditional carousels have stood the test of time and remain ever popular with park guests. Alongside the production of new rides, Bertazzon also has a substantial spare parts department, carrying hundreds of components for its product range – dating as far back as the 1960s, meaning it is always prepared to provide service to its customers should they require it.

With over 40 years of experience in the industry, thanks to a fully qualified team, everything Bertazzon produces is "Made in Italy," originating from its Italian workshop, with the company itself still run by younger generations of the Bertazzon family – including Michele, Alex and Patrizia.

Bertazzon 3B

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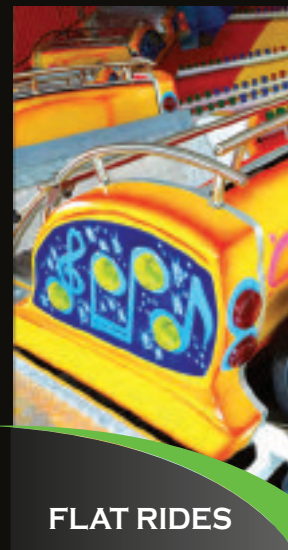
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The Carousel Company

Gosetto Rides

Back in 1977, after 20 years of experience in the field, the Gosetto brothers decided to set up their self-titled company, which specialises in building rides for the amusement park and carnival industries.

The company has continued to expand and grow exponentially since the early days, with it continuing to manufacture all its rides at its Italian factory, that currently houses 44 workers. Gosetto proclaims that it owes its success to the modern designs and new technology that have been developed at its laboratories in the heart of the company's headquarters. These elements have driven Gosetto to satisfy its diverse client needs on a continual basis.

The company's most recent product is the Hyper Ride, which is a collaboration with Triotech born out of the pandemic. A group attraction using an individual scoring system and multiple ride selections to create a unique and competitive dynamic, it places guests in the heart of the action, making the ride adventure exciting, in turn encouraging guests to come back for more.

Commenting on the impact of the global pandemic, the main challenge the brand is currently experiencing comes down to the availability of raw materials and recruiting staff – something it feels are universal issues for the entire industry. Giada Gosetto, Purchase and Production at Gosetto, said: "Since the pandemic we have received very positive feedback from our customer base as amusement parks begin to reopen again and draw even more visitors than pre-pandemic.

"Everyone seems to be looking at the future in a positive way again and even though the pandemic was a difficult time for everyone in any industry, as for our sector, we can safely say that people are now back and there is a



lot of desire to go on rides and enjoy the fun they missed out on! Our work is currently going well, and we are happy. We hope it will continue like this!"

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Interlink

Founded in 1982 by John Hudd, the Interlink Group designs and manufactures a range of high quality, affordable, water-based attractions for installation in theme parks, amusement parks and water parks.

Interlink's product range includes log flumes, super flumes, mini flumes, rapid rivers, the interactive water battle, spin boat, big chute and enchanted river, allowing it to cater to a wide variety of customer requirements and age groups.

Interlink also offers panoramic towers and transport systems; all the attractions can be supplied with special effects. They are generally designed and custom-made to suit the requirements of the client and the specifics of each location. The company also has a used rides' division.

Interlink has been working on various new ride projects over the past 12 months, with a number set to open in the next year. Among these are two super flumes – for Qatar and Saudi Arabia. Two log flumes and a dark water ride are also in the works for a park in Vietnam.

Interlink, is also set to supply its popular super flume ride as well as its water battle attraction to brand-new Lost Island Theme Park in Waterloo, Iowa, USA. The new park will be situated south of the existing Lost Island Waterpark that opened back in 2001 with a whole host of new attractions.

The new super flume attraction will feature 10 boats, each seating six guests with side-by-side seating arrangement – a twist on the traditional log flume to provide a more interactive experience. The feature ride will boast a 7-metre and 14-metre lift/chute with a ride time of approximately five minutes. Riders will navigate winding troughs at different elevations before a scream-filled plunge into the splash-pool.



The attraction will be situated in the Yuta Earth Guild section of the park, themed with an organic aesthetic.

Interlink's super flume is the company's most popular attraction, with its most recent example having been installed into Trans Studio Cibubur.

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CREATING THRILLS SINCE 1982

Founded in 1982, Interlink design, manufacture and supply a wide range of water rides, including Log Flumes, Super Flumes, Mini Flumes, Rapid River, Water Battle (interactive), Spin Boat, big Chute and Enchanted River – all of which allow the company to cater to different customer requirements and a wide range of age groups.

In addition to water rides, the company also offer Panoramic Towers and Transport Systems. All these attractions can be supplied with special effects and they are generally designed custom made to suit the requirements of the client and the specifics of the location. Interlink also purchase and sell all types of used rides, from Kiddie Rides through to Family Rides and White Knuckle Roller Coasters.

Huss Park Attractions



Based in Bremen, Germany, Huss Park Attractions is a leading, internationally renowned company specialising in the design, development, manufacture, and sale of amusement rides for theme and amusement parks. The Huss team has extensive experience in the fields of engineering, project management, installation, supervision and after sales services for amusement rides.

Huss Park Attractions offers an extensive ride portfolio for parks worldwide, including thrill rides, family rides and film-based rides. These comprise attractions such as the Sky Tower, Giant Frisbee, Condor, Top Spin, Break Dance, King Kong, Movie Base XS and Explorer.

All Huss Attractions are available with unique, complex theming designs and illumination concepts specific to individual customer requirements, and which enable them to fit perfectly into existing themed areas. Design and technological updates on all rides ensure they always remain popular with guests and successful for operators.

The company's customer base is spread throughout the world and encompasses a wide variety of venues and clients, including amusement and theme parks, outdoor and indoor parks, tourist attractions and resorts, park designers and park developers. Customers include those in regions such as Europe, Russia, Asia (in particular China, Vietnam and Korea), Middle East, USA and Australia.

Sales activities

Despite the Covid-19 pandemic, Huss is pleased to report that it still has several significant projects under discussion with clients in China, Vietnam, USA, Australia and Europe. However, due to non-disclosure agreements client names cannot be revealed, suffice to say that some of these projects are in an advanced stage of progress. Huss can ensure a sustainable and successful future and further details of these projects will be made available at a later date.

One project Huss can talk about however, is the Sky Tower, which opened on 30 April, 2022, offering visitors to the Sun World Hon Thom Nature Park a unique bird's eye view of the entire island with its impressive nature, beautiful beaches and clear blue ocean waters. The capsule with a full double curved glass window front made of laminated safety glass guarantees unrestricted views and a new dimension of freedom. Equipped with air-conditioning, direct and indirect LED-lighting, head-up displays and a high-quality audio system, the cabin is offering a high-profile ambiance and maximum of comfort.

In other areas, with the development of the Break Dance 5, a revolutionary enhancement of the famous Break Dance Classic, the company is taking a new and leading position in the flat ride sector. The Break Dance 5 is part of the brand-new Huss Signature Rides, a further development and fusion of the most popular Huss attractions, with a compact footprint and no need for a special foundation. The revolutionary design is easy to maintain and can be installed without any major facility impact. The Break Dance 5 is maximised in performance and is faster and more powerful than one would expect.

Trade show activities

Each year Huss Park Attractions supports its global sales efforts by attending all the major attractions industry trade shows around the world. In addition to the China Attractions Expo and the IAAPA Expo Asia, both of which have unfortunately been cancelled recently, the company will of course be represented at the next IAAPA Expo Europe in Barcelona and IAAPA Expo in Orlando.

To maintain and cultivate intensive customer contact, Huss is intensifying its trade fair activities moving forward. This includes a renewed participation in the Saudi Entertainment and Amusement Show in May, while also exhibiting at the Vietnam Theme Expo for the first time.



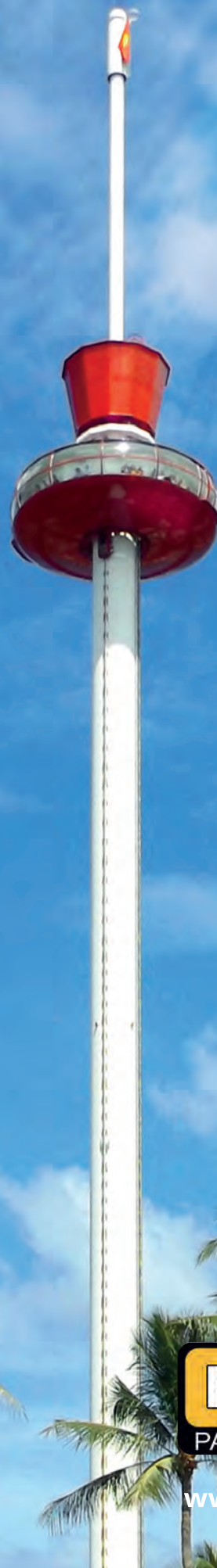
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SKY TOWER

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www.hussrides.com

World of Rides

For over 50 years, World of Rides has been one of the leading UK manufacturers of children's leisure rides in the UK. It was established by Founder David Robinson to build and supply new and exciting rides to a stagnant UK market at that time, which consisted only of high street retail stores and seaside resorts.

Supplying major shopping centres, retailers, visitor attractions, fun farms, holiday parks, garden centres, family entertainment centres and hospitality centres that include national and single-site operators, World of Rides is currently developing several new products with further details being released soon.

Discussing the impact of Covid-19 on business, Robinson said: "The pandemic devastated every business in the UK, that was not supplying Covid-related medical supplies, but with home working we were able to continue to upgrade existing rides and design and develop new models using digital tools.

"The greatest positive that we took from the pandemic was the resilience of our colleagues and customers during such a period of adversity, and we had many customers who placed their orders for new rides and attractions, with the only provision that they would be ready for when lockdown was eased.

"Lockdown gave us the time we needed to reassess our businesses, and some of our customers self-built some amazing new tracks and ponds ready for their new rides being delivered. As well as having the time to develop new rides, we were also able to upgrade some of our older products, which has, in turn, uplifted their sales ever since."



Looking to the future, World of Rides is excited about what the next few years will bring, with Robinson adding: "With the UK air and rail travel industries, and many overseas holiday resorts still in such disarray, the UK is set to enjoy its busiest summer staycation since the glory days of the 1950's and 1960's. Those that have already invested in new equipment will now begin reaping the benefits of their investments... as the public desperately seek new and exciting attractions after nearly three years of lockdown."

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A large banner celebrating World of Rides' 50th anniversary. It is split into two panels. The left panel shows a girl in a bumper car with the text "FROM BUMPER CAR ARENAS..." in red. The right panel shows children in bumper boats with the text "...TO BUMPER BOAT MARINAS!" in red. Both panels feature a "WORLD OF RIDES" tag and a large "50 YEARS ANNIVERSARY" logo with a laurel wreath. The background of the bottom half is a Union Jack. The website "www.worldofrides.com" is displayed in large blue letters at the bottom of each panel.

Zierer

Zierer is a German company located in Deggendorf, Bavaria. True to its motto: "Zierer inspires", the company has been manufacturing innovative rides since 1930.

Its line of production includes the well known and loved original Wave Swinger, all kinds of roller coasters, family towers, fun- and major rides as well as an advanced dark ride system.

Zierer also produces a wide range of individually adjustable family rides and thrill rides like the Star Shape.

Creativity, uniqueness and safety are fundamental to every single design. For decades now, Zierer has been a reliable partner, installing and equipping attractions and amusement parks around the globe. Including some impressive names, such as, Universal, Disney, SeaWorld, the Merlin Entertainment Group (which also includes Legoland Parks worldwide), OCT China as well as the Plopsa Group, Europa Park and many others.

The company's latest attraction is the Ellipse Flyer, its exciting features include suspended, horizontally rotating seats, elliptical rotation and an increasing sense of zero gravity. The ride is arranged in four gondolas and holds space for 32 passengers.

Its standard industrial, tech-heavy design has the added option of artificial smoke to create the illusion of being a part of a giant engine in motion.

All this naturally comes at the highest safety and quality standards - as always offered by Zierer. These standards include the design of the safety bars in particular: redundantly designed safety bars with hydraulic storage cylinders, monitored by a PLC fail-safe system during the entire ride cycle.

Control LEDs serve as a further safety element, which simultaneously indicate on each seat as well as on the control panel that the bars have



reached their necessary minimum closing position and are locked as a prerequisite for switching to start enable mode.

The design of the Ellipse Flyer can also be freely executed according to the customer's needs. The company's creative department already holds a variety of concept drawings for realising the ride in underwater and jungle settings. Zierer artists have even been considering the idea of working on a ride design with a Wild West theme.

"Zierer inspires" in all shapes and colours.

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virtual reality



Hologate



Founded in 2017 in Munich, Germany, Hologate has brought the magic of virtual reality to over 400 entertainment venues, located across 38 countries and recently blasted past the 13 million player milestone.

The company offers hugely popular virtual reality and immersive media solutions for entertainment and enterprise, including the high-end turnkey multiplayer virtual reality system, the Hologate Arena. This hugely popular VR platform offers games that are competitive and social and have experiences for every demographic.

The company's latest project is a collaboration with Sony Pictures Virtual Reality (SPVR), in association with Ghost Corps, for the Ghostbuster franchise. Ghostbusters VR Academy follows academy members in training, who will strap on their proton packs and work together as a team in high-risk ghost encounter scenarios - all under the safeguard of academy grounds. In the Blitz game, trainees take the wheel of the prototype Ecto vehicle, a vehicle exclusively available for evaluation at the academy.

Players compete to see who is the fastest, most skilful driver in a high-speed ghostly race, putting the prototype vehicle to the test and choosing if it is worth joining the ranks of future Ghostbusters equipment.

Published by SPVR and developed by Hologate, the Ghostbusters VR Academy will be available globally for Hologate's Arena and Blitz platforms at over 400 locations by the end of 2022.

The company's most recently launched product is Hologate Hyper Golf, an exciting fusion of miniature golf and next-level gamified social experience.

Each of the nine eye-catching individually themed and uniquely challenging holes are modular, so they can be configured for any shape FEC. Scoring varies depending on the gamified challenges presented at each hole. This scoring feature will keep the customers returning to the FEC to try to improve their score. Each hole is given a time limit, which increases the excitement for the players and ensures throughput for the FECs.

Each Hyper Golf ball has proprietary communication and inertial technology embedded inside. This enables the electronic tracking of each ball to its respective player across the entire course, which would digitally indicate which player is putting and which targets and holes are



being activated throughout the gameplay, while automatically tracking each player's scoring. Every ball is equipped with LED lights that assign an individual colour to each player and emit reactive lighting signals during gameplay.

The game is played on a unique geometric layout populated with bumpers and challenging obstacles that is further enhanced by activated animations, movement of physical props, electrifying sound and lighting effects, and DJ music tracks.

As with most location-based companies during the height of the pandemic, the company experienced a significant decrease in activity across all locations, but it used this time to build on its products with new releases, updates and research and development.

Seeing long-time customers affected by restrictions and closures, Hologate went straight into relief mode, providing disinfectant wipes and creating the Hologate Hygiene and Safety Standards based on years of experience operating systems.

Next, to help ease the impact of COVID restrictions in place at most of its client's facilities, the company offered subscription-free games and support as well as new licensing and payment options.

This period showed the resilience, flexibility, and loyalty of the Hologate team, everyone really pulled together and did whatever it took to get through a difficult time.

Thanks to the company's forward-thinking approach, and dedication to research and development, Hologate transports millions of people to limitless digital frontiers. Creating experiences that previously only existed in dreams or the most fantastical science fiction movies.

HOLOGATE

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Simworx



Harnessing the powers of media and simulation, Simworx is a leader in the design and manufacture of media-based attractions for themed entertainment and education venues worldwide. From initially manufacturing motion capsule simulators, it quickly broadened their portfolio to 4D Cinemas and has taken that another step further as it continues to push the boundaries on what it can produce. The company's skills now range from the design and production of Immersive Tunnels to Flying Theatres, state-of-the-art trackless Automated Guided Vehicles and everything in-between.

Headquartered in the West-Midlands, UK, Simworx is made up of a small but dynamic team of individuals. Encompassing both key elements essential to creating immersive rides - endless creativity and skilled engineering. With the majority of its supply chain local to the brand, it is able to provide clients with an all-around service from concept design, product development, manufacturing and service support, to installation, film content, motion programming and custom theming.

Having supplied rides to venues for over 25 years, Simworx recognises the importance of having a diverse team of multiple skillsets, as well as a scalable product portfolio to meet changing markets and demands.

Simworx recently completed the installation of two of its popular simulator dark rides into the latest park development at Sun World Theme Park in Ba Na Hills, Vietnam.

The attraction named 'Mắt Bay' (Translated means 'Flying Eyes') consists of two custom-designed flying airship rides that combine different ride elements to create a variation of its popular Cobra dark ride. Within each show area, the open platform simulators themed as airships are mounted on dynamic motion bases, mirroring the action projected on 180° screens, immersing guests in the story unfolding in front of their eyes.

The ride design is representative of Simworx's Cobra dark ride, with its 3-DOF motion base mounted on a track system that allows guests to board the ride in a loading bay before travelling along a short track into the main show area, where the action will ensue. The ride design also incorporates stepped rows of seating to ensure guests' views aren't disrupted. With a capacity of 40 guests at a time, the attraction will boast a throughput of 400 visitors per hour.

The ride takes guests on an adventure in a trusty airship, where after an elaborate pre-boarding sequence, they're whisked off into the clouds on a journey around the globe, from grazing the top of the Eiffel Tower to soaring over vast landscapes, guests are in awe of the incredible scenery, while special in-theatre effects bring the sights to life with wind and aroma.

Simworx has always been a significant exporter, and in recent years the brand has seen a big uptake in projects in the Middle and Far East as the roll out of new park developments has been fairly buoyant.

Especially places like Saudi Arabia where the change of laws regarding entertainment and cinemas in recent times have allowed the sector to expand into the country.

As the industry took an enforced break over the past couple of years, the Simworx team took the opportunity to think about how they could diversify the business and its customer target market, to ensure they have a solid foundation and range of products, should something hit the industry ever again.

They were able to explore branching into other sectors such as museums, zoo's, aquariums, DEC's and the retail sector, investing more time in developing the FEC range, as well as taking scalability into account when designing new attractions, so they suit parks with both smaller and larger footfalls.

This past year, Simworx has installed Saudi Arabia's first IP-driven media-based attraction to the Riyadh Season Entertainment Festival - The Masameer Experience. They also recently opened a brand-new cinema experience at the National Space Centre in Leicester, UK called Tetrastar Spaceport - where guests take a seat in the Tharsis spacecraft head off on a journey to the stars.

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Simtec

Simtec is currently one of the leading entertainment attraction suppliers with a specific focus on flying theatres, customised motion simulator rides and interactive dark rides. The company's competence is not limited to delivering premium motion platforms, but also includes all other elements of high-class simulation including storyboard, movie, decoration, latest multimedia technology and pre- and post-show concepts.

Throughout the past 10 years Simtec has been busy supplying a high number of entertainment systems to the Chinese market. However, in the last two or three years, the market slowed down and Europe, Middle East and North America have become more and more important to the supplier.

In May 2022, together with Scruffy Dog Creative Group, Simtec launched a brand-new immersive trackless dark ride featuring the popular Mattel IP, Fisher Price. The dark ride narrative and concept was developed by Scruffy Dog Creative Group, which is also responsible for the theming and realisation, while Simtec delivered its first ever trackless ride system, along with the technology, and chassis. Its trackless ride system has the capacity for six to nine people with a modular and adaptable design. The system can be scaled up or down depending on the client's budget and it also offers flexibility in terms of vehicle designs, on-board SPX, and interactive elements.

April 2022 also saw the company receive two Asia Attractions Golden Crown Awards for contributions to the Asian market. The company was recognised with awards in the categories of Outstanding Motion / Flying Theatre's from Chongqing in Chongqing Supplier (International) for the HEXaFLITE 72 flying theatre, Sunac Land and Outstanding Family Ride Fly



Supplier (International) for three FUNRIDE21 open cabin simulators at Chongqing Happy Valley, China, for the newly designed Super Wings.

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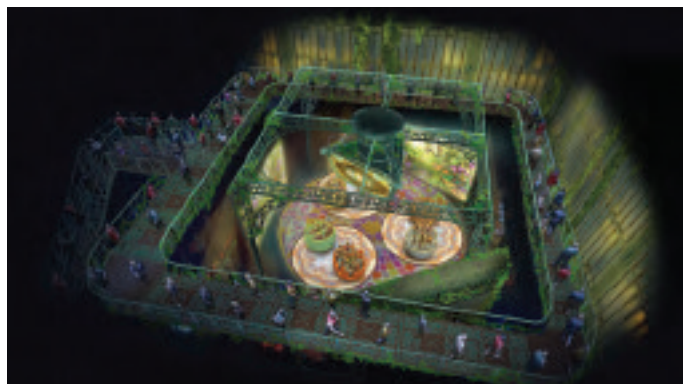
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BoldMove Nation



BoldMove Nation is headquartered in Brussels, Belgium, and was established in 2021 by an experienced management team in dark ride developments and marketing.

A range of core products for media-based attractions and rides can be customised to fit into theme and water parks, zoos, and other tourist destinations. With a 360-degree approach, the team combines fun storytelling, ride design and proven technologies into exhilarating experiences for the entire family.

Boldmove has a dedicated, core team of eight experts in ride and attraction development, storytelling, theming, experience design and marketing. These are reinforced by the company's 'Nation' of strategic and expert partners in different areas and on a global basis for technology and product implementations.

While some may have advised against starting a business in the middle of a pandemic, Boldmove used that time to come up with creative concepts that address a true market need. Post-pandemic: they came up with affordable, compact and future-proof rides, accessible to all ages.

The team used this period to build up a reputation and connect with the market, which paid off when the first Smash & Reload dark ride was installed in the French theme park LePAL.

'Smash & Reload' is a compact and high-energy, all-family ride with track-based vehicles that take up to six people along an amazing light and sound show. The hilarious TooMush IP and related gameplay is custom-built for Smash & Reload. And the popular Mushies which are 3D-animated characters with specific personalities, add a special touch of humour to the ride and scenery.

The company's interactive media dark rides, virtual and augmented reality attractions are based on proven technologies, engaging gameplay, and innovative designs and updates.

A great example of this, is Boldmoves new release debuting at IAAPA 2022, an extension of the company's popular Smash & Reload dark ride family. With new smart configurations for higher capacity, and brand-new ride gameplay around the Daltons IP in true Wild West style.

The current basic ride layouts can now be multiplied, repeating the same content or offering a different ride for each theatre. The smallest version

can be used as a component in a larger immersive experience, combining multiple stories as part of an overarching theme, achieving a larger capacity.

These rides can each feature their own immersive walkthrough, opening possibilities for creative and repeatable activities, sure to delight.

Another popular revenue grabber is AR Hybrid Quest, a mixed reality game taking place in a dedicated or themed area, which is entered via a virtual gate at a physical location and finishes in a themed treasure room. In-between, guests are guided to different physical places ('stations') with virtual assignments. Besides an engaging and super fun way to discover the park, this interactive treasure hunt offers a lot of opportunities for promotional and loyalty programs, and helps to optimise visitor flows and existing infrastructure.

The AR Hybrid Quest can be customised to IPs or themes like cowboys, pirates, dinosaurs or spacemen, with an extra seasonal dimension adjusted for corporate team building and private events like anniversaries. Players can share their scoring and pictures via social media, while park owners can capture data and guide visitors to shops or other facilities.

The entire AR Hybrid Quest is done on the visitor's own smartphone, eliminating the need for specific devices to distribute, track, clean and maintain. The gameplay is super intuitive and invites visitors to improve scoring, while the park's intervention is limited to laying out the path or adjusting it to the times of day.

Based on the team's years of expertise in designing and building dark rides around the world, BoldMove offers customised dark rides alongside a range of smart and affordable solutions. They understand how to excite and immerse players by combining the most suitable technologies with a fun gameplay and compelling story.

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Severn Lamb



With over 75 years' experience in moving people, Severn Lamb creates exceptional vehicles and visitor experiences for the world's top leisure venues, commercial enterprises, and museums.

The company prides itself on quality, longevity and safety, and provides a full turnkey package to clients. This includes the manufacture and installations of the trains, trams, trolleys, track and road vehicles alongside its associated infrastructure as well as offering a range engineering services and an ability to take on bespoke custom projects.

A recent commission the team carried out to great success includes two Battery Electric Ultra-Light Rail trains, in service at Southend-on-Sea Pier, UK.

A project near and dear to Severn Lamb's heart, having originally commissioned the pier's previous trains, way back in 1986. With the pier's efforts to become carbon-neutral, the team succeeded in helping to revitalise the Southend-on-Sea Pier with a pair of state-of-the-art Ultra-Light Rail Trains, utilising clean, sustainable drive system technology, modern styling and cutting edge passenger experience systems.

It's not very often you can look back in the archives and see two generations of product evolution being delivered to the same client. A true testament to the company's dedication to quality and innovation.

The latest project to come to fruition perfectly demonstrates their product's design diversity, and again utilises low carbon powertrain alternatives to their full potential. Severn Lamb produced two trains uniquely themed to resemble 1950s oil tankers and trailers.

Featuring weathered patina and appropriate era styling, this was a tall order for any manufacturer, but the team nailed the end result - thanks to some meticulous planning, excellent in-house design work, and a fantastic attention to detail.

Despite some of the constraints of the pandemic, Severn Lamb continues to expand its supply chain, and recently appointed Newton Montano as Director of Business Development for Mobility Solutions within the Americas, Hawaii and Caribbean.

With over 30 years' industry experience, Newton brings with him a wealth of knowledge from both the electric vehicle and passenger mobility sectors. Having delivered over seven hundred, multi-million-dollar vehicle contracts for advanced people movers around the globe, to clients such as Apple, Resorts World, Six Flags, Sea World and more, Newton is completely immersed within the industry.

With client's so far afield, the introduction of Zoom into the company's workday has proved to be especially helpful for sharing information more effectively and keeping meetings concise enough to ensure projects are moving along with minimal disruption.

To combat ongoing inevitable supply chain issues that might arise, Severn Lamb expanded its supply chain, ensuring it always has options

available and is able to deliver projects on time. Given the fluidity of the manufacturing industry at present, it's important to explore new avenues and strengthen working relationships. The company has endeavoured to do this by working with partners old and new and outsourcing certain elements across multiple suppliers where possible, spreading workloads and reducing the risk of delays to project timelines.

Carbon neutrality and eco-friendly solutions has been a significant focus for Severn Lamb, and a large part of its recent product development. Almost every new enquiry is looking for a clean engine solution, to meet those demands the company's sustainable energy driven, drive systems utilise a range of fossil fuel alternatives.

These include Severn Lamb's refined, tried, and tested Battery Electric powertrains, biofuel/LPG combustion alternatives alongside its latest hydrogen fuel system technology.

Its sustainable products help keep client's carbon footprint to a bare minimum and with the promise of future developments, Severn Lamb will continue to improve the efficiency and range available.

Looking to the rest of the year, and into next, you can catch the brand exhibiting at all the major industry related shows throughout 2022 and 2023, with IAAPA London coming up shortly in September.



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Guangdong Jinma Entertainment Corp., Ltd.



Established in 1983, Jinma Rides has gradually grown to be one of the most internationally renowned ride designers in the industry. Headquartered in Zhongshan, China, Jinma owns three production bases focused on R&D of major rides; R&D for immersive and dark rides; and the fabrication of roller coasters, as well as having two international subsidiary corporations, one in Hong Kong, named Global Culture & Tourism Development, and the other in Switzerland for engineering rides and attractions based on EN standard.

Jinma operates its businesses in the emerging cultural industry, cultural tourism equipment manufacturing industry, and game and amusement industry. By integrating creative concepts, advanced technologies, and safety concepts, Jinma has developed a large portfolio of more than 300 rides under 13 categories, covering coasters, tower rides and immersive attractions, and many of them are the first of their kind, ever built in China and abroad.

Jinma owns intellectual rights to all ride products it supplies and over the years has gained a large market share in the domestic high-end amusement attraction market, supplying supreme ride products to theme parks and major amusement parks. Globally, Jinma has its rides installed in over 30 countries and regions.

As a pioneer in China's amusement industry, the manufacturer continues to enhance its research and development capacity. Relying on its core advantages of independent creativity, planning and R&D capability, strong production capacity and sound marketing ability, it vows to further develop high-end markets both at home and abroad, striving to build itself into an prominent global brand.

Jinma currently has over 1,000 staff members and 200+ engineers, while its new R&D team has recently been established for Smart IoT, focusing on the meta universe and smart amusement platform.

Recent projects for Jinma include; LSM Launch Coaster (two under installation on sites, including one media-augmented coaster), Flying Coaster, AGV ride system, and Flying Theater. Jinma's Flying Coaster is in the process of being installed at Silk Road Paradise in China, and at the time of printing was expected to be open to visitors on 28 September 2022.

The ride has an 890-metre track, featuring roll, horizontal loop, dive flight and drive turn, with a maximum speed of 94.5 km/h. Passengers begin in a

seated posture and are transformed to lying down as the coaster lifts off for the sky, providing a thrilling and unparalleled experience of soaring.

Jinma's main business remains concentrated in Asia, particularly in China, even though the industry there has been affected by the pandemic over the past two years. The company has been granted contracts for nearly all international IP-themed projects in China, and more opportunities continue to be on the horizon.

The company said it is "very confident" about its future, which will see it reveal quite a few new creations, from LSM coasters to cutting-edge immersive attractions, to bigger marketing achievements internationally. Besides, customised design and service is what Jinma is known for, and this capability will be enhanced further looking forward.



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Intamin

Founded as a small, local family business back in 1967 and strategically grown into a large, international fun factory over the course of several generations - Intamin has worked hard for its name to be synonymous with out-of-the-ordinary, tailored-to-the-needs amusement rides.

A company formed by three men sharing a small apartment as an office in Bern, the capital city of Switzerland, has now evolved into several independent and self-supporting Intamin companies with hundreds of employees in many countries worldwide.

2022 has been particularly exciting for the company as, on 17 February 2022, Emaar Entertainment revealed the launch of The Storm Coaster, an indoor LSM Launch Coaster, located at the newly opened Dubai Hills Mall in the UAE.

Utilising Intamin's most powerful LSM drive system, this non-stop action-packed LSM Launch Coaster has a thrilling 50-metres vertical launch, making every passenger's adrenalin pump. Riders experience airtime, speed changes, a sharp drop and unexpected acceleration on a total of 670-metres of track with a top speed of 77km/h. The Storm Coaster, which wraps around the entire building it's housed in, is a delight for all thrill seekers.

Despite the difficulties caused by the worldwide pandemic, 2021 was an incredibly exciting year for Intamin with a number of significant ride openings.

At Walibi Belgium, the 50-metre high Kondaa Mega Coaster opened, while in May at Vulcania in France, Namazu - a family launch coaster incorporating a freefall drop - also debuted. The attraction takes riders along a 584-metre-long track and features two launches. The beginning of June was also big for the company, as the manufacturer saw the debut of the new Multi-Dimensional coaster at Movie Park Germany.

Fast-forwarding to 2022 and Intamin recently completed the Biberburg, Austria's highest flume ride. Biberburg translates to 'Beaver Castle' and is the family park in Burgenland's new major attraction taking riders on a four minute long, adventurous, and unique family-friendly adventure. This beautifully themed water ride was built on the former area of the petting zoo and covers an area of almost 5,000sqm.



Leaving the station in tree trunk themed state-of-the-art eight-passenger boats, riders can prepare for a splashy and fun-filled experience on the 325-metre-long water ride.

After the first drop right out of the station, riders get to enjoy a nicely themed floating section before arriving at a dead-end fast-moving platform, which changes the floating direction of the boat from forwards to backwards. The boats then drop backwards into the next floating section, making their way to the highlight of the ride, a 17-metre-high vertical lift. The lift takes the boats right to the top while revealing stunning views over the park. On top of the lift, the boats are back in their forward position, before whizzing down the drop reaching top speeds of approximately 65km/h. Austria's highest drop on a flume ride is followed by a camel back hump before experiencing an impressive splash.

"2021 was an incredibly exciting year for us, and 2022 is just as important," noted Intamin's Michèle Jehle, who added that out of all the negativity surrounding the pandemic, one positive element has been that Intamin has had time to work on further developments, which will be revealed soon on social media channels where the company is working to have a stronger presence.

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Mack Rides



As a family business, can look back on a 240-year history that positions it today as one of the market leaders in the development and construction of amusement park attractions.

Using innovative new developments and customer - orientated ride construction, Mack Rides has always influenced the world of theme park rides like almost no other company. The unique constellation of being a ride manufacturer and park operator allows Mack Rides to develop – from practice, for practice – optimal solutions for its customers. It's exactly this uniqueness that builds the solid foundation of its areas of expertise: quality, reliability, durability, investment security and design.

Anyone entering the company building in the small town of Waldkirch in southern Germany soon gets a sense of the inventive spirit and real passion for speed and technology ever-present in this bright and modern space. What began as a small craftsman's business has evolved into a smart global player of international standing that has nonetheless retained its down-to-earth credentials. The medium-sized company still builds every single ride individually in Waldkirch before shipping them around the globe.



The Xtreme spinning coaster is a key innovation from the German manufacturer – it is the first roller coaster that not only spins freely during the ride but also performs inversions. With loops, corkscrews and twists this product delivers unique thrills during each and every ride; due to the unbalanced load weight of the passenger cars the spinning movement is always different and therefore no one ride is the same as another. And in order to limit the spinning speed a magnetic brake is installed beneath the passenger platform to break the rotation.

Some of the manufacturer's notable installations over years include: the Xtreme spinning coaster Ride to Happiness at Plopsaland in Belgium, Storm Chaser at Paultons Park in the UK; and Expedition Krampus at Nigloland in France, as well as the recently installed ENSO ride carriages for the Icon ride at Blackpool Pleasure Beach; and the first Twist'n'Splash in a water park at Rulantica in Germany.

In other company news, the Mack family recently donated a Eurosat roller coaster to the National Roller Coaster Museum & Archives in the US. The donation marks the first time a ride vehicle will be added to the museum's growing collection from outside the country.

Commenting, Jeff Novotny, President of the NRCMA Board of Directors, said: "It is truly a blessing for our first donation from Europe to be from the Mack Family and from such an iconic attraction. It shows that this is truly an international industry with so many wonderful people who have dedicated their careers to ensuring generations of guests have memorable experiences."

Meanwhile, Ronald Mack, Europa-Park owner, commented: "To see one of the Eurosat trains now exhibited and preserved in the National Roller Coaster Museum – showing visitors a piece of history from Europa-Park – is a special honour and a great remembrance of my father."

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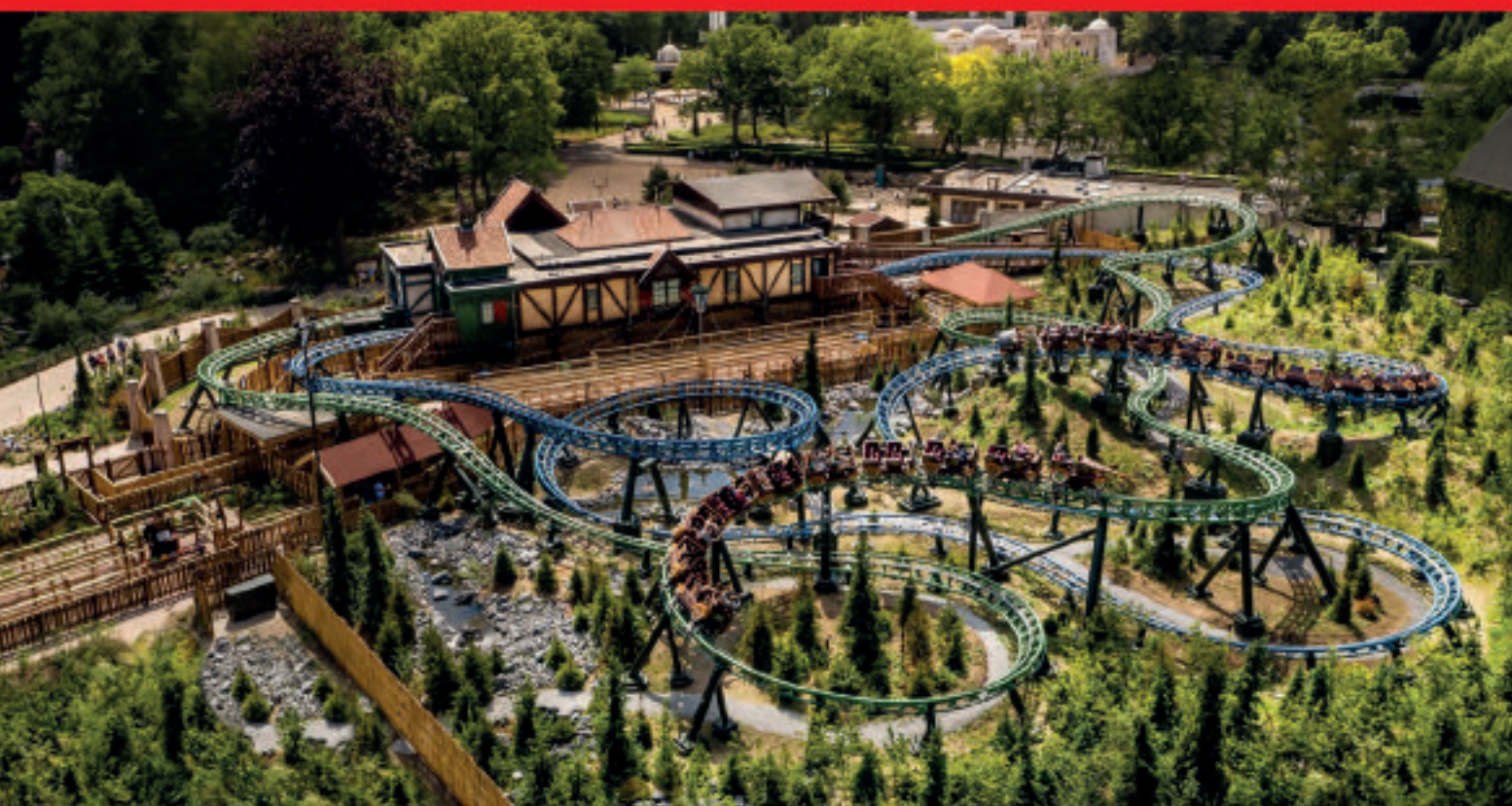
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Vekoma



Vekoma Rides is one of the largest roller coaster manufacturers in the world, a market leader in the industry and known for its quality and innovation as reflected in the many installed family and thrill coasters and special attractions.

With in-house disciplines ranging from sales, R&D, engineering, production, and project management to parts and services, Vekoma has gained worldwide recognition with a presence in over 40 countries. With its corporate offices in The Netherlands and representations in China, Taiwan, Korea, Australia, and the North & Latin America it is easily accessible to its customers anywhere in the world.

Vekoma has one of the world's largest in-house expertise centres. It's where engineering meets creative design and imaginative storytelling to create an unmatched experience. Its passion for the pure joy of the ride is reflected in the game changing attractions produced by experts that work in this group. From creative design, high-precision engineering and manufacturing to service and after-sales. That means the company has full control over every aspect of the project, reassuring clients that the end result will fulfil creative and budgetary requirements while meeting the most stringent standards for safety, quality and comfort.

Vekoma's dedicated workforce is a partner in co-creating the full ride experience. From designing the tracks and trains that fit very specific wishes to creating themes and complete storylines that are an irresistible magnet for new visitors. Clients can choose from all time family adventure coaster favourites like the Family Coaster, Suspended Family Coaster, Boomerang and Suspended Thrill Coaster to motorbike launch coasters and splash parties.

The company's adrenaline rush and mega coasters find new ways to delight thrill seekers with sharper turns, faster speeds, bigger drops, and spectacular views. New multimedia attractions break new ground

in entertainment to build traffic for a variety of venues. No matter who a project is aimed at, Vekoma Rides can help create a thrilling and memorable experience that will stand the test of time and keep visitors wanting to come back for more.

Commenting on the after-effects of the global pandemic, Vekoma told InterPark: "We are happy to see that our industry has shown its resilience. After the difficult period of the last couple of years, we see parks reopening and welcoming back their guests. Our clients are already thinking about the future and planning further investments.

"This year, the 2022 season kicked-off with the opening of our new WildCat looping coaster 'Fønix' that has risen from the ashes. As well as this, the new Sweet Valley area at Energylandia will feature a Mine Train and Kalypso family coaster; and in Asia we'll see the opening of two more Top Gun launch coasters, a Family Boomerang Rebound, suspended family coaster, Hyper Space Warp and the newly designed Renegade looping coaster."

Looking ahead to 2023, Vekoma is excited for some record-breaking projects such as Luna at Liseberg, which is a family boomerang coaster that will be the tallest and fastest of its kind in the world! Furuvik will launch Lighting – a custom designed family launch coaster and its newly developed tilt coaster will debut at Energylandia in Poland and Cotaland at Circuit of the Americas in the USA.

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Empex Water Toys



In 1986, Empex's founder and president, Wyeth Tracy was hired as the Director of Capital Works at Ontario Place in Toronto to spearhead a five-year renovation plan for the park. Seeing how much fun both children and adults had in the splash area, Tracy decided that there was a market for innovative and interactive aquatic play features.

With 20 years' experience in maintenance, construction, and industrial design in the leisure industry, he was the perfect candidate to bring something new to the market. Over the course of the next year, he used his engineering background to develop a water bike, water totter and water shooter, which were all well received by the industry.

Since then, Empex Watertoys has designed and built splash pad equipment and water features that are enjoyed by patrons of all ages in over 50 countries around the world. Its 20,000sqft design and manufacturing facility is dedicated to creative, fun and interactive concepts and designs, and the building of the safest, most enjoyable and durable water toys and equipment.

Today, Empex Watertoys is proud to provide top quality, guaranteed products, low in maintenance and unique in design to all others. Most recently, the company launched the Spray Park at Centara Mirage Beach resort on the Diera Islands in Dubai, UAE. Having designed a new splash park specifically for the hotel, with colorful interactive water features and attractions, the area contains water toys for toddlers as well as pre-schoolers and children up to the age of 12.

Big, bold, and bright the water features add a unique new water play area where the families can spend quality time together, with parents feeling relaxed knowing the young ones are not in deep water.

The water features are unique, for example: the Aquadunk being the central feature with its big bucket that fills with water and dumps with a big



splash on the crowd below. A toddler slide is included for a demographic often forgotten. The interactive spiral spray on the Aquabloom invites children to merry go round the base and the players can turn a handwheel on the Aquadoodle to change the spray pattern and create a spinning wheel.

The Aqualeaf and Aquafolo present two different tropical themed water events, each with a different sensation as you pass through. Soft cone sprays emit from the Aquabow, a hoop that calls the children to play. An Aquabrello presents a circular water curtain and the Aquaflo's vertical jets let children play with the nozzles while learning about the physics of water. And the area wouldn't be complete without the Watershooter, a classic water cannon that can shoot a friendly stream of water in all directions.

Since the pandemic, Empex has been focused on strengthening its sales arena and growing international business. Most companies understandably slowed down during this period and right now, buyers are on the side-lines waiting to see what the economy will do. Empex believes it is time now to "rebuild for a busy future when the market returns to its fullest."

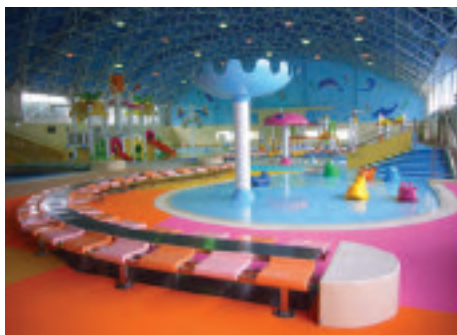
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Rolba Loisir S/L



Headquartered in Barcelona, Spain, Rolba was established 16 years ago, starting life with just four employees, and a CEO with over 30 years' industry experience.

Over the past decade the company has grown to 20 members of staff, all of which specialise in the design, creation and installation of water parks and theme parks throughout Europe, as well as some parts of South America and Asia, (specifically China, Korea and Vietnam).

Rolba's expertise and technological capabilities, means the team is able to design an infinite range of custom water or dry sports facilities made from a glued laminated wood with a rot-proof coating. Made up of various brands – Rolba Loisir, Rolba Run, Rolba Nautic, Rolba Waves and Rolba Motioneering – the company is constantly working on developing new attractions, such as the Half Pipe, one of the first installations at the Aquabrava Park in Roses, located in the province of Girona in the north of Barcelona Spain.

Based around an Alpine ski resort, the team have also designed a new attraction for the park called 'family rafting river' where families can travel along a river inside a dark tunnel which imitates an underground river.

The project was carefully designed to combine the safety of the users in this new part of the park, due to access being controlled by an automatic system. The client, Eric Bos, owner of the Aquabrava Park, wanted to carry out this type of project for some time but only with well-calculated security and rigorous testing beforehand. The two companies worked on almost 30 versions before arriving at the one which is currently being finished.

Rolba Loisirs has planned nine slides for the park, over the next two years, with slopes of almost 130% on the fastest slides. Access to the departure area for the slides is via a suspension bridge more than 25-metres in length above the reception pool.

They have also incorporated an Aquawhizz slide over 13-metres in length, which features a transparent acrylic tube where customers can see thrill seekers whooshing past. After that, users can enjoy a wall of jumps with three balconies at different heights.



The liveliest slides have a hovering flight over the pool of about 11-metres in length and a height of almost 3-metres. The whole project has been designed to be as compact and impressive as possible in an area of 2000m².

Some of the company's biggest recent achievements include three major projects across Portugal, Spain and China. Slide and Splash, Portugal commissioned a conveyor of 35°, 19-metres high with a 42-metres long lane. For long-time client, AquaBrava, Rolba implemented over 3,000sqm of air games for children based on a pirate theme. While in China the company installed a conveyor and a two-user boat at 6-metres high, 50-metres long, with a slope angle of 15°.

While the pandemic may have ground the leisure industry to a halt, it provided a welcome re-direction for the company, and the realisation that they should always reinvent themselves to be at the forefront of technology. This period also allowed the team to look into new leisure possibilities and study the expectations of water park visitors on a deeper level.

Rolba's strengths lie in its unique attraction concepts, customised to meet client's specific needs.

With representation in Spain, France, China and Morocco, the company continues to grow, thanks in part to its innovative design approach to conveyors. With its global presence expanding all the time, the company continues to push its brands forward while maintaining its high manufacturing standards and staying at the forefront of technology and customer demand.

Rolba Loisir S/L

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ABOUT US

We specialize in the leisure industry and in particular in the design, creation and installation of water parks and theme parks throughout Europe and to some extent in North Africa and South America.



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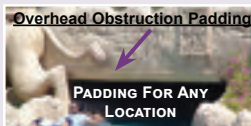


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BUMPER BOAT TUBES

PROJECT PROFILE:

Ice Breaker | SeaWorld, Orlando

By David Whitworth

On February 18, Ice Breaker was officially launched to the general public. The attraction is a steel roller coaster, launching riders on a new thrilling journey. SeaWorld's new attraction cost £6.15m to construct and dramatically changes the park's skyline.

According to the park: "Named after the icy Arctic summits, Ice Breaker features four airtime filled launches, two backwards and two forwards, culminating in a reverse launch into the steepest beyond vertical drop in Florida at 100°."

The attraction was first teased by SeaWorld Orlando on 1 June, 2019 with a mysterious video, complemented with the hashtag #BreakTheIce. This gave a glimpse of the ride accompanied by an ice theme. Around this time, construction fences started to be erected next to Mango

Joe's inside the park to indicate a potential site for the new roller coaster.

Manufactured by the American company Premier Rides, the now officially named Ice Breaker was originally scheduled to be opened in 2020. However, due to the pandemic, it was delayed. The actual track work was completed in February 2020, meaning two years have passed since Ice Breaker has been poised to debut. Finally, riders have been able to break the ice on this exciting attraction in Orlando.

"We recognise there was a lot of anticipation and excitement for this new ride, and then due to the unprecedented challenges of the last two years, the opening was delayed," said SeaWorld President Kyle Miller in an initial press release speaking about the park's ice cool attraction. "We apologise for this delay and thank our fans for their patience. We know that they are going to love this one-of-a-kind thrill ride, which complements our existing exhilarating ride portfolio perfectly. We are excited to finally be able to confirm Ice Breaker."

Ice Breaker also received celebrity notoriety with a concert held on 19 February, led by American rapper and Grammy Award nominee, Vanilla Ice, further tying in with the ice theme.

The ride itself is in a revamped area called Wild Arctic, which houses the Glacier Bar and the Altitude Burgers restaurant – originally known as Mango Joe's. Ice Breaker towers up to 93ft (28-metres) in height with its Junior Scorpion Tall feature. Its length is 1,900ft (580-metres) and charges along the track up to a maximum speed of 52mph (84km/h).





There are two separate entrances for Ice Breaker, which greet guests with cool arctic themed signage and two big blocks of ice either side of the pathway. One is for general rides and the other is a fast track. Guests can get a glimpse of what is to come as the rides' queuing pathways pass next to and even go directly underneath the ride - making for some unique views.

The pre-ride experience plays an important role in heightening the riders' thirst to experience Ice Breaker and, as importantly, to educate guests on the importance of marine conservation. Throughout the queue line there are various interactive exhibits, which are designed to educate guests on SeaWorld's partnership with the Alaska Sealife Center and their vital role of protecting and conserving marine life in the Arctic Ocean.

"The Alaska SeaLife Center is excited to expand our partnership with SeaWorld. This new collaboration will enhance our mission to share Arctic and sub-Arctic rescue and conservation stories with the public, especially SeaWorld visitors," said Alaska Sealife Center President and CEO Tara Riemer.

As for the ride itself, Ice Breaker's aesthetics are eye-catching with its gleaming orange track and bright blue and white carriages themed to icy arctic conditions. Once at the station, passengers climb aboard two trains with three carriages each and seat two abreast across three rows; 18 riders are seated per train.

Ice Breaker starts with a switch track element - connecting sideways to an adjacent track to cue the backwards rolling at a sedately 29mph (45km/h). This leads up to its first upwards track boost to propel the coaster along the launched system to its main lift hill. The coaster grazes the top of the hill

then rolls back to the first track curvature at a brisk 43mph (69km/h) as it gains speed to thrust passengers up and over the opening track drop. And Ice Breaker rolls over smoothly and effortlessly, giving riders a gentle dose of airtime. The coaster then dramatically picks up in velocity from its opening drop and travels along a bunny hop up and down section of airtime hills, 13 in total, before arching upwards into a tight upside-down section, which twist riders a full 360°. The pace begins to slow down towards the end with the coaster gliding along various left and right turns before coming to a gentle stop; 90 seconds of thrills, chills and launched lift hills.

Jim Seay, president of Premier Rides and manufacturer of Ice Breaker, gives **InterPark** further insight into this landmark attraction.

InterPark: How was Premier Rides chosen for building Ice Breaker?

Jim Seay: "SeaWorld has some of the industry's most detailed technical and quality requirements for ride supply contracts. Additionally, SeaWorld focuses a lot of effort in delivering as much thrill value as possible for its guests when it comes to new ride attractions. In combination, these aspects somewhat limit the number of companies that will bid for a specific project. For Ice Breaker, several well-respected suppliers worked hard to get the award. Premier Rides focused its efforts on demonstrating that its technical and creative approach to the ride site would result in the best possible ride experience and highest guest satisfaction. We were very honoured to be selected."

IP: What challenges arose during the construction?

JS: "The most unique challenge was the available site

and the boundary conditions, which unlike a simple graded location required both the SeaWorld and Premier Rides engineers to be extremely creative with the three-dimensional environment that was available. There was virtually no flat topography and many unique considerations like guest walkways, vehicular pathways, multiple show stadiums, and even a shoreline.”

IP: What was the idea and process behind the novel four launch system start?

JS: “Premier Rides has always been a fan of multiple launch coasters and especially multiple launches to start a ride with a high thrill send-off. When the SeaWorld and Premier Rides engineers were nearing completion of the ride layout development there was a lot of attention as to how fun and thrilling the start of the ride looked on the computer simulations. It was honestly the SeaWorld creative people that suggested Premier modify the simulation to see what a quad launch start would look and feel like. After the exercise and a close examination of the additional airtime that was created, there was unanimous agreement that ‘Quad’ was the way to go.”

Since its opening, the ride has garnered worldwide attention and has been recognised with the accolade as the Best New Theme Park Attraction of 2022 in the USA Today 10 Best Reader’s Choice poll.

Seay added: “The Premier Rides Team is honoured that the experienced USA Today judges selected SeaWorld Orlando’s Ice Breaker as a finalist in the Readers’ Choice Poll. The collaboration of the SeaWorld creative team and Premier’s team of ride engineers to come up with a one-of-a-kind coaster attraction that fit one of the most challenging sites was impressive. And it means so much to us that the public, the guests for whom we work so hard to entertain, voted and pushed Ice Breaker to the number one position. Thank you to the thousands who voted for Ice Breaker. We are very grateful.”

This frosty fun-filled attraction is a welcome addition to SeaWorld and the near five million visitors it attracts each year. Pre-pandemic, the park hosted 4.6 million guests – ranking it within the 10 most visited amusement parks in the USA. The park will celebrate its 50th anniversary next year with SeaWorld, or Sea World of Florida, as it was originally known when it opened its doors for Christmas on December 15, 1973.

Ice Breaker has arrived at SeaWorld and the park’s latest adventure truly is the icing on the coaster cake.





Hiring (Santa Cruz Beach Boardwalk)

Baffled!

By Dennis Spiegel

In my 55 years and counting of being in this industry, I have never seen such baffling times.

Our industry is rife with local matters that continually plague our business. So many of these concerns are not under our control yet affect our everyday business affairs. Here in the United States, as we enter our peak and busiest time of our operating season, we are experiencing soaring gasoline prices, which have now begun cutting into customer demand. I know petrol prices outside of the USA have been at high expense levels for quite some time, but, in the USA, gasoline approaching \$6 per gallon is horrifying, and creating an economic burden on people that is making them change their normal oil purchasing practices, and recently their travel plans.

As an example, gasoline purchases are down about 8%, lagging 2021 purchase levels. The price of gasoline at the pumps is causing people to put less in their tanks and smaller fill-ups. People here are beginning to combine their trips, and many are actually inaugurating carpools again. . . a program that fell off track back around 2009. People who were beginning to head back to the office as Covid has lessened its severity are now staying at home again to conserve oil costs and daily travel related expenditures.

It is a well-known fact that, with any type of shortage, you must have a demand reduction for the supply to catch up for optimal availability levels. Now, coupling high oil prices with the major inflationary pressures we are experiencing, people are not going to be able to fund high gas/oil prices for an extended period. The price you are paying at the pump is constantly being reminded to us by the gas station LED signs, which are found at every street corner. These are persistent notices that weigh heavily on people's psyche and economic outlook and spending. I truly believe and have seen how the daily changing oil station signage indicating rising prices halts people's travel plans as they pull back from increasing oil prices.

Back about 2007, when gasoline in America hit \$4 per gallon, it delivered a crushing blow to the theme park industry. Every time the oil signage pricing ratcheted up by about 25-cents-per-gallon, it was like the public was hit in the head with a ball bat! They curtailed travelling, stopping both short and long automobile trips long enough to impact our seasonal business.



Nobody-Wants-To-Work (source Reddit)



During the Summer of 2007, gas prices began rising in the Spring and continued the upswing until around 17 July. It was amazing to watch people begin to travel at almost exactly the day gas prices began receding. I am perplexed by how the gas shortage through the decades has continued to play havoc with our attendance numbers on a recurring basis.

I am also baffled by the worldwide labour shortage that continues to negatively impact us. Where are the workers? Here in the USA, there are 11.6 million job openings as I write, and roughly six million people unemployed who can fill many jobs at good wages. The question is, why is there such a discrepancy between availabilities and the unemployment rate? Here is some interesting information for the service industry, one of the hardest hit sectors. Examination of where the hospitality industry and restaurant industry workers have gone points to the service delivery sector, such as Uber, Lyft, Doordash, Grubhub, etc. Service and hospitality workers have indicated they are tired of working weekends and holidays. They are tired of dealing with the recent trend of people being nasty. They are also concerned about exposing themselves to continuing Covid possibilities. In turn, they have gone to jobs that allow them greater flexibility in their lives. Many are living from week to week and are enjoying their flex working times and their freedom of time off. Can this last? No one knows. We do know that the impact of labour shortages permeates every inch of the workforce in the USA and is not getting better.

What is also baffling is how the same labour shortage seems prevalent around the world. Talking recently with operators in Germany and the UK, it was made apparent that the shortage is not only impacting the USA leisure industry, but everywhere around the globe, except for Middle East attractions where expatriate workers make-up the workforce of Dubai, Qatar, Abu Dhabi, Saudi, and others.

In some of the Asian markets, such as Mainland China, it is baffling to continually see parks and attractions opening and closing regularly because of Covid uprisings. Just this week, Shenzhen, a city of over 12.8 million people went back down on a limited lockdown, closing local attractions.

We must wonder how long can China, a country of over 1.4 billion, continue to close cities that have minor flare-ups with Covid? Disney Shanghai, Disney Hong Kong, and Universal Studios Beijing have experienced openings and closings like doors on an elevator. Is this norm for the foreseeable future?

Now to the above, add global inflation, affecting food pricing and the shortage of parts for all types of technology, and just recently the highest mortgage rates in 20 years. I continue to be pleasantly baffled by the continuing, enduring support our industry receives from the global public. This is great support that we have constantly experienced for decade upon decade following all types of problems beset upon us by outside forces.

Whether in Europe, the USA, South America, or even Asia, our industry continues to be well liked, loved even, by the hundreds of millions of guests who visit us during the good times, the lean times and those in between. Impacting forces are tough right now, and at the time of this writing, there does not appear to be any let-up on belts tightening concerning outside forces possibly affecting the 2022 season. Nevertheless, we are resilient, irrepressible, and necessary for the entertainment and well-being of our global populations. Following what we know, and what we have learned the last three years, will assist in guiding us to further greatness.

About ITPS

Dennis Spiegel, past Chairman of the International Association of Amusement Parks and Attractions (IAAPA), is Founder & CEO of International Theme Park Services, Inc. (ITPS), where "FUN IS A SERIOUS BUSINESS." ITPS is globally the leisure industry's leading independent, full-service consulting firm. Located in Cincinnati, Ohio, USA, ITPS is uniquely qualified to assist in all aspects of entertainment project development, and has worked on over 500 projects in over 50 countries since its inception in 1983. The corporate website is <http://www.interthemepark.com> and the staff can be reached by email at itps@interthemepark.com



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Lotte World Adventure Busan

By Emma Davidson

At the centre of South Korea's theme park industry is Lotte World, with its flagship park located in the heart of Seoul. Since its opening in 1989, Lotte World has consistently ranked among the world's top-performing theme parks year on year, drawing between five and seven million visitors during its operation.

Located in Seoul's Jamsil district, the park is divided into two main themed areas – Lotte World Adventure (indoor theme park) and Magic Island (outdoor attraction area). The park features a number of heavily themed attractions including The Adventure of Sinbad, Pharaoh's Fury, and Atlantis Adventure, in addition to a number of classic family rides, shows, and attractions.

Thirty-three years after the opening of Lotte World forever changed South Korea's theme park landscape, the beloved operator's second park is already causing quite a stir in the southern city of Busan. Following five years of design and construction, local excitement for the new park was so intense that tickets for the first few weeks completely sold out.

Since then, the park has held onto its fame, with Lotte World Adventure Busan continuing to sell out since opening its doors officially just a few months ago in March 2022. As such, local officials have already announced that additional attractions and even more rides will soon be added to the park to keep pace with the demand.

Lotte World Adventure Busan, as it is officially known, is the centrepiece of Busan's Osiria Tourism Complex, located about 45 minutes by train outside of the city centre.





Envisioned as the city's premiere tourism destination, Osiria currently features a dynamic array of attractions and experiences, including a Lotte Premium Outlet complex, Hillside Luge, Science Museum, Golf Club, and IKEA. Future additions will include a Hilton Hotel and Aqua World.

The Busan park aims to be more-timeless with fantasy environments not tied to any specific time or place. Instead, the park was inspired by Europe's regional theme parks, aiming to offer guests a balanced experience in which a visitor wouldn't necessarily partake in any of the attractions to get value from their visit. As such, you'll find there is a much greater focus on area development, landscape, fountains, and human-scale design than you would typically find in an Asian theme park.

The theme park bears little resemblance to its Seoul counterpart. According to its designers, Hollywood-based Legacy Entertainment, this divergence is intentional.

"In Busan, we wanted to create environments that would be timeless, and that meant not adhering to any particular time or place," said Taylor Jeffs, one of Legacy's owners, as well as the park's Creative Director. "Our goal was to give our guests a stage upon which they could step away from reality and, for a brief moment, forget about the pressures of their everyday lives."

Currently marking its 20th anniversary year, Legacy Entertainment stands as one of the most successful, independent, entertainment design firms in the industry today. The company has developed, designed and produced over 40 successful projects worldwide, spanning mediums

that include theme parks, hotels/resorts, casinos, and aquariums.

Signature projects include the Galaxy Macau Resort, Macau Studio City resort, the Georgia Aquarium, Lotte World expansion, Kingdom of Poseidon resort, and the recently opened Shanghai Haichang Ocean Park. Upcoming openings include the Chimelong Marine Science Museum in Zhuhai, China.





Conceived to contrast with the grey-toned architecture of Busan's densely packed urban districts, Lotte World Adventure Busan has been designed with a colourful garden aesthetic in mind, complete with spacious landscape tableaux and sprawling water bodies.

Exploring the park, visitors will discover six elaborately themed zones, beginning with River Village of Tinker Falls. Marked most notably by the towering cascade of Ogre's Flume (with equipment provided by ABC Rides), this whimsical village leads guests to a central hub where they will encounter one of the park's several icons – a talking tree. Sporting a 'spoke and hub' configuration best known from Disney's 'castle parks', guests are likely to return to this central plaza multiple times during their visit.

Live entertainment is a major part of the Lotte World theme park brand, too. In addition to large-scale daytime and night-time parades, like the Seoul flagship, the park is also home to a Garden Stage performance venue, which stages multiple live shows throughout the day.

Each immersive land is packed with its own unique wonders and surprises. In Rainbow Springs, audiences will be dazzled by all manner of live performance at the Garden Stage – a nod to the Seoul park's iconic entertainment venue. Next door in the Wonder Woods, visitors will be wowed by the Giant Splash (Mack Power Splash) and Roller Coaster Restaurant – both firsts for Asia.

The restaurant is a three-storey eatery that sees food delivered from kitchen to table via slim roller coaster tracks. Kitchen staff on the first floor close the lid of the meal container and fasten it with a belt for delivery up along the

rotary rail to the top delivery room. The menu consists of western food such as hamburgers, steaks, pasta and risotto.

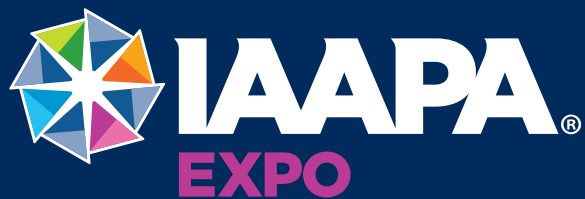
Adjacent to the restaurant, guests will find 'Queen Lorry's Royal Garden', which is home to the park's iconic castle, as well as a fountain garden anchored by a family ride inspired by Tchaikovsky's Swan Lake. More family fun can be found nearby in Joyful Meadows – a land home to the largest concentration of rides and attractions targeted at families with young children.

Of all the park's lands, the most exciting is Underland – a thrill seeker's paradise with a theme and design aesthetic informed by the classic Korean fairy tale, the Ogre's Magic Club. It's here that visitors will find two signature attractions – the Giant Swing (Zamperla Giant Discovery), and the Giant Digger (Mack launched multi-looping coaster).

In the end, Legacy's hope is that the park will represent a new model for regional theme parks in second tier markets, noting that the entire project was designed and built for less than the budget of a single large attraction at Disney or Universal Studios.

"The last decade has seen an influx of joyless, soulless parks all around Asia, and Lotte World Adventure Busan is proof that it doesn't have to be that way," added Jeffs. "Just as happened at Lotte World over three decades ago, I believe visitors will make an instant and lasting emotional connection with this beautiful park from the moment they first step through its gates – and just like the gardens that inspired it, both that connection and this park will grow stronger and more beautiful with time."





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Jenefer Brown



Jenefer Brown, Executive Vice President

InterPark Editor Beth Whitaker sits down with Jenefer Brown, Executive Vice President and Head of Lionsgate Global Live, Interactive and Location-Based Entertainment to find out what it takes to succeed in the attractions industry.

Beth Whitaker: When did you first start working the attractions industry and in what capacity?

Jenefer Brown: I got my start in the attractions industry in 2009 when I joined Thinkwell Group - a leading design and production agency creating immersive, content driven experiences for brands and companies around the world - to help expand the company's experiential design and production work into new areas like sports, education and brand experiences. My work there broadened over time and gave me a solid foundation in everything from theme parks to live entertainment to museums and helped me build relationships around the globe.

BW: What have been some of your career highlights?

JB: Opening projects that push the creative and technical boundaries of our industry like Lionsgate Entertainment World (LEW) in China, Lionsgate's first branded theme park and the world's first indoor vertical theme park. There are so many innovative experiences within LEW that don't exist anywhere else in the world - it is a one-of-a-kind destination and I look forward to covid restrictions relaxing in the future so that more industry colleagues can experience it first-hand. Bringing the stories, characters and worlds of some of our most popular film franchises like The Hunger Games, John Wick, Twilight and SAW to life for millions of fans by creating authentic and engaging rides and experiences will always be big career highlights.

With attractions from John Wick, The Hunger Games, and Now You See Me, the recent Lionsgate Zone expansion has established Motiongate Dubai as the ultimate thrill destination – with the most roller coasters in a single theme park in the Middle East.





The Continental Hotel from the world's first John Wick attraction provides a starkly elegant contrast to the cool hued ironwork of the region's tallest 4D freefly coaster at Motiongate Dubai.

BW: Do you have a favourite project you've worked on?

JB: It is a privilege to work on properties like The Hunger Games and introduce opportunities for fans to explore its important themes and cultural impact in a deeper, thought-provoking way. Our Hunger Games exhibition in Las Vegas and attractions in Dubai and China inspire millions of young people, especially young women, through the power of an unlikely protagonist who isn't a superhero, but someone just like us.

BW: What have been some of the most significant changes within the attractions industry that you have seen?

JB: The rise of immersive experiences that embrace mixed reality and/or art in a very accessible way for the general population is amazing. New digital and virtual experiences and social media interactivity that build upon physical experiences. A greater focus on sustainability and education. Embracing the power of IP and an existing fandom. Virtual queues.

BW: What have been some of the greatest technological developments within the sector?

JB: VR, if done well like in our Twilight Midnight Ride motorcycle experience in China, can be an exceptional tool to deepen the level of immersion and expand the size of a world in a smaller footprint. Artificial Intelligence, face/voice recognition, gamification and other technology that customises and personalises the guest experience is key to enhancing guest satisfaction and repeatability.

BW: Have you seen attractions guests change within your time?

JB: Absolutely. Guests today desire a level of spectacular interactivity, involvement and even influence in the outcome of certain attractions now. Guests are planning their days on mobile devices and using social media apps like TikTok to give advice, recommendations, and feedback. Guests are not just "along for the ride" today, they want to be given a role or the ability to create their own.

BW: What do you love most about working within the attractions sector?

JB: Developing experiences that deepen fan engagement and enjoyment in entirely new and authentic ways, solving creative challenges and inspiring, entertaining and educating millions of guests.

BW: The attractions industry has traditionally been dominated by men in leadership positions. How can we encourage more women to aspire towards leadership roles?

JB: I'm encouraged that more women are entering the attractions industry, but the senior ranks continue to be dominated by men. As a mother of two young children, I know first-hand how the travel demands and long-term nature of projects that often require on-site work in distant places is particularly challenging for mothers. We need to not only mentor and support women and diverse colleagues, but to ensure there are meaningful opportunities for them to advance their careers once they've entered the field. It is important that our teams are reflective of the audiences we create content for.

BW: Tell me more about your role at Lionsgate.

JB: In addition to location-based entertainment, I oversee several areas for Lionsgate that are key to keeping us at the forefront of guest experience, including live and immersive entertainment, interactive entertainment / games and consumer products. I've felt for years that the lines between all these industries are becoming more blurred and the pandemic has only accelerated this.

The ability of our team to work seamlessly across these areas is advantageous to developing cutting edge experiences that don't need to fit neatly in any one category and can pull from best-in-class creative thinking and technology in a multi-disciplinary way. As a result, we can build an ecosystem for our fans across these various touchpoints that feels interconnected and thoughtful, and leverage this across our projects and partners.

BW: How have you applied your previous experience within the industry at Lionsgate?

JB: Knowing how to design, produce and open a wide range of projects in different locations around the world has been a critical factor to my success and the success of our team at Lionsgate. Understanding the constraints and challenges of getting

to opening day and having the expertise to work closely with our partners every step along the way means we can problem solve and contribute in a way most others in our position aren't qualified to do. This is one of the key reasons we've been able to open so many projects successfully and partners come to us again and again with future opportunities. And having a deep understanding of guest experience design is imperative as it serves as the foundation of every project.

BW: How has Covid-19 impacted the industry and are you now seeing a shift in business?

JB: Business has absolutely picked back up but the mix of projects in our pipeline is slightly different and reflective of the world we live in now, with a greater focus on stand-alone, immersive, and virtual experiences in addition to more traditional attraction offerings.

BW: What can we expect from Lionsgate attractions department moving forward?

JB: Expect us to continue to innovate, experiment and blaze new trails in the interest of creating the best possible fan experiences for our IPs. Lionsgate audiences expect us to deliver the best in next generation content and that's a responsibility we take very seriously.



Within the new Lionsgate Zone expansion at Motiongate Dubai, long's Magic Shop and the Golden Mirage Theater from Lionsgate's popular magic Franchise Now You See Me, create a distinctive frame to John Wick's Continental Hotel.

Personally Speaking

The first album I bought was...

An American Tail

The most interesting place I've ever been, is...

Marrakesh

The last take away I ordered was...

Boba

Covid-19 lockdowns taught me...

To seize the day

If I wasn't working in the attractions industry I would...

Write screenplays

August 24 – 25

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viet@asafireworks.com
www.themeparkvietnam.com

September 13 – 15

IAAPA Expo Europe, ExCel London, UK
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Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
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October 5 -6 2022

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www.waterparks.org

Oct 25 – 27

GTI GUANGZHOU 2022, Area A, China Import and Export Fair Pahou Complex, Guangzhou, CHINA
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www.gtiexpo.com.tw/cncht/index.php

November 2 – 3

Family Attraction Expo 2022, NEC Birmingham, UK
Contact: Fortem International, 33 Colston Ave, Bristol, BS1 4UA UK
Tel: +44 (0) 2030264418
www.familyattractionexpo.co.uk

November 15 – 18

IAAPA Expo, Orange County Convention Center, Orlando, Florida, USA
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Fax: +1 321 319 7690
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www.iaapa.org/expos/iaapa-expo

November 29 – December 1

MAPIC, Palais des Festivals, Cannes, FRANCE
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Tel: +33 179 71 95 15
Email: Daniela.jakovljevic@reedmidem.com
www.mapic.com

January 10 – 13 2023

EAG 23, Entertainment, Attractions & Gaming International Expo, ExCel London, UK
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Tel: +44 (0) 1582 767254
Email: karencooke@swanevents.co.uk
www.eagexpo.com

February 2 – 4 2023

Atrax '23. 10th International Amusement – Attraction, Park – Recreation Industry and Services Exhibition. Istanbul Expo Centre, Istanbul, TURKEY
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www.tureksfuar.com.tr

May 28 – 30 2023

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June 14 – 16 2023

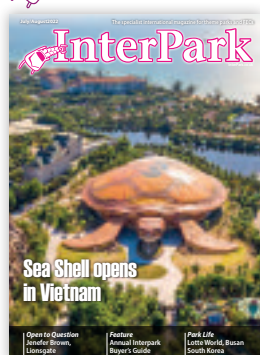
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Advertisers Index

| | |
|-------------------------------|--------------|
| Alturface | 24 |
| Asia Attractions | 13 |
| Bertazzon | 27 |
| BoldMove Nation | 42 |
| Empex | 57 |
| ETF | 25 |
| Golden Crown Awards | 7 |
| Gosetto | 28 |
| Hologate | 37 |
| HUSS | 31 |
| IAAPA Expo Europe | 4 |
| IAAPA USA | 69 |
| Intamin | 49 |
| Interlink | 29 |
| Jinma Rides | IBC |
| Mack Rides | IFC + 5 + 51 |
| Rolba Loisirs | 59 |
| Seasonal Entertainment Source | 34 |
| Severn Lamb | 45 |
| Simtech | 40 |
| Simworx | 39 |
| Vekoma | 53 |
| World of Rides | 32 |
| Zamperla | OBC |
| Zebec | 60 |
| Zierer | 33 |



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Sea Shell Aquarium

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